

The American Perfumer and Essential Oil Review

LIBRARY
RECEIVED
MAR 27 1931

U.S. Department of Agriculture

PERFUMER
PUB. CO.
NEW YORK

DECEMBER
NINETEEN
THIRTY



B
D
7.

American Can Company

NEW YORK CHICAGO SAN FRANCISCO



See also page 9

M. NAEF & CO. GENEVA

THE ability to recognize the merits of the constantly-added-to lines of synthetic floral types and bases, distinguishes the progressive perfumer from his less aggressive competitors.

We suggest a trial of the following:

ACACIA

A very floral Orange Blossom type—particularly adapted for scenting talcs.

AMBER

An unusually fine sweetener—recommended for use in heavy floral and Oriental odors.

BOUVARDIA

An excellent and popular base for floral odors.

FLEUR de LYS

An exceptionally fine Lily type—reasonably priced.

Adoption of one or several of the above varied Naef synthetic creations assures you of keeping abreast of the trend in modern perfuming.



UNGERER & CO.
NEW YORK

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

COL. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPs

DR. BERNARD H. SMITH
Brooklyn, N. Y.
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANTISING

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone
BOgardus 4-4416
Cables: AMPERFUMER
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Chicago Office:
Joseph Esler
37 West Monroe St.
Phone: Long Beach 3429

SUBSCRIPTION RATES
The United States \$3.00 a Year
Single Copies 30 Cents

All Foreign Countries and
U. S. Possessions \$4.00 a Year
Single Copies 40 Cents

CONTENTS

for

December, 1930

EDITORIALS	601
Washington News	603
Boncilla's New Line and Packages	606
Oases and Deserts of the Sales Map, by Leroy Fairman	607
Package and Product Developments	610
A Sensible Cost System, by Francis Chilson	613
News of Courts and Associations	615
Researches on Aldehydes III, by Col. Marston T. Bogert and Garfield Powell	617
Bulgarian Otto of Rose, by Dr. Ernest S. Guenther and Robert Garnier	621
TRADE NOTES	625
Chicago	635
Paris	637
London	639
Canada	643
Patents and Trade Marks	645
Survey of Technical Literature	649
Grasse Report for December	650
MARKET REPORT AND PRICES CURRENT	651
FLAVORING EXTRACT SECTION	655
SOAP INDUSTRY SECTION	657

IN THIS ISSUE

COMMISSIONER DORAN, in an exclusive interview, has revealed that the new industrial alcohol regulations will be considerably more liberal than those now in effect. This with his annual report for the year make Washington News exceptionally interesting. Have you ever wondered why your product would sell in one town easily and readily while in another business was hard to get? Mr. Fairman's article may help you with this problem. For the chemist and technical man there is the final installment of Dr. Guenther's article on Otto of Rose and a third article on aldehydes by Col. Bogert and Dr. Powell. You will be interested in the section on new products and packages—in fact, in the whole December issue.

The
American Perfumer
and Essential Oil Review

Registered U. S. Patent Office

VOL. XXV

NO. 10

Guaranteed Quality

"StaffAllen's"



IT is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

STAFFORD ALLEN & SONS, Ltd.	:	London
UNGERER & COMPANY	:	New York

OTTO OF ROSE D'OR

WHEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY	:	New York
BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria		

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted
and may be reproduced either in whole or in part only by special permission of the publisher.

Established 1906

NEW YORK, DECEMBER, 1930

Vol. XXV. No. 10

Authority Over Formulas

IN a recent interview the Commissioner of Industrial Alcohol, Dr. James M. Doran, indicated that certain of his recent activities in ordering changes in formulas for the manufacture of perfumes and toilet waters or in rejecting certain new formulas which had been submitted, were based upon the Industrial Alcohol Act of 1906 and upon the so-called "Willis-Campbell Act." He believes that the former has given him certain broad and more or less unrestricted powers, and that the latter has materially broadened the powers granted to his Bureau over formulas by the National Prohibition Act.

The Industrial Alcohol Act of 1906 grants the Commissioner of Internal Revenue the power to prescribe the conditions upon which denatured alcohol may be withdrawn and to make regulations for carrying the provisions of the act into effect. The Commissioner apparently believes that regardless of subsequent legislation specifically governing his activities with regard to formulas, this provision of the Industrial Alcohol Act allows him unlimited discretion.

We cannot go along with him in this view. The National Prohibition Act and the Willis-Campbell Act to which he also refers, have, we believe, limited the powers of the Bureau with regard to formulas, and to this extent have superseded the Industrial Alcohol Act of 1906.

With regard to the Willis-Campbell Act, Dr. Doran based his views regarding formulas on the use of the words "for intoxicating beverage purposes," claiming that these words gave the Bureau authority to act on formulas when the finished product might be converted by "simple manipulation or distillation" for use "for intoxicating beverage purposes."

Let us quote the paragraph of the Act from which the Commissioner draws this interpretation. It reads as follows:

"If the commissioner shall find after hearing, upon notice as required in section 5 of Title II of the National Prohibition Act, that any article enumerated in subdivisions b, c, d (toilet preparations), or e (flavoring ex-

New Year's Greetings

AS we approach the New Year and the Christmas season we again extend to our many friends a Merry Christmas, and particularly a Happy New Year. We wish our subscribers, advertisers and other friends to enter upon the coming year with the optimism we feel, the optimism so characteristic of the American people, and, —as we see the gradual improvement in general business conditions—an optimism which now seems truly warranted. Our good wishes for greater prosperity follow you throughout each day of the coming year and hope the realization of this prosperity will be an immediate fact that will obliterate any unpleasant memories of 1930.

We appreciate the co-operation the industry has given us and we are glad of the privilege to co-operate with it. Whatever service we have been able to render has been done in the best possible spirit and we look forward to 1931 to the continuance of these most cordial relations.

tracts), of section 4 of Title II of said National Prohibition Act is being used as a beverage, or for intoxicating beverage purposes, he may require a change of formula of such article and in the event that such change is not made within the time to be named by the commissioner he may cancel the permit for the manufacture of such article unless it is made clearly to appear to the commissioner that such use can only occur in rare or exceptional instances. . . ."

It is believed that the Commissioner has gone beyond his legal warrant in his recent activities with regard to formulas for toilet preparations. The act as quoted above certainly does not confer unlimited powers to proceed against formulas of

products which under the National Prohibition Act are "unfit for use as a beverage." The language of the supplementary act clearly imposes upon the Commissioner the duty of finding that the finished product "*is being* used as a beverage, or for intoxicating beverage purposes" and not merely through laboratory tests that it is capable of being converted to such use. It does not permit him merely upon suspicion of such possible use to demand formula changes or to revoke manufacturing permits.

Further, when it is shown that diversion actually occurs only in rare or exceptional cases, the Bureau, under the law as quoted, may not act. Clearly this applies in virtually every instance in which substantial formula changes have been demanded by the Bureau during recent months.

The Bureau has acted mainly upon the assumption that certain goods *might* be diverted. Clearly this is beyond the meaning and scope of even the Willis-Campbell Act which is the broadest grant of power the Bureau has received.

These latest contentions of the Commissioner appear much in the light of statements of the German High Command during the closing phases of the war when it repeatedly announced that it was "retiring to previously prepared positions."

We would suggest to our friends in the essential oil trade and to manufacturers of toilet preparations who have met with difficulties in regard to the formulas for their preparations, due to what they may feel to be arbitrary actions on the part of the Bureau, that they place our recent statements on this subject before their legal adviser for such action as may seem appropriate. As we have pointed out in these statements, we have no fault to find with any *legal* activities of the Prohibition authorities seeking to control possible diversion of industrial alcohol, nor are we making any personal attack upon Commissioner Doran, whose sincerity is unquestioned and whose helpful counsel has been of great value to our industries. We are merely insisting that such activities should not go beyond the law or seek to re-write it for the sake of some possible easing of the burden of enforcement. Industry is hampered enough by legal restrictions. It can assume no extra-legal burdens.

Gratifying Statistics

THE Bureau of the Census has issued the preliminary returns of the census of toilet goods manufactures for the year 1929, as shown on page 605. They show a production of nearly \$207,500,000 in this field for the year, representing an increase of approximately 16 2/3 per cent over the last previous statistics, those for the year 1927. These returns are particularly gratifying to the industry, not only because they show that it has been progressing steadily during the last few years

OUR ADVERTISERS

THE STANLEY MANUFACTURING CO.
Dayton, Ohio

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City

GENTLEMEN: We must think quite a bit of advertising in your fine magazine or else we wouldn't have signed a renewal contract with you this Spring. I wish to say that we attribute a large amount of the perfume business we are now doing to the inserts that we are putting in your magazine, and your fine co-operation with various accounts.

Cordially yours,

THE STANLEY MANUFACTURING CO.
P. C. HUNTER, Sales Manager.

but also because the rate of growth has actually increased. In the two-year period from 1925 to 1927, production increased approximately 12 per cent.

The detailed statistics show some rather important developments in the two years since the former census. It was to be expected that production of creams would show a healthy gain and the figures bear this out with an increase of about 20 per cent in this class. Powders, however, were a bit disappointing, especially in view of the exceptional drive which some domestic manufacturers have made in this class of goods. Face powders increased only about 6 1/2 per cent; talcum powders remained practically stationary and other toilet powders dropped sharply.

Shampoos gained 45 per cent over the two year period but hair tonics declined about 10 per cent. Depilatories, one of the smaller classifications increased by 40 per cent, a remarkable showing.

Possibly the most remarkable gain was made by perfumes. The belief has been general that perfume business was dropping off because of the growth in the sales of other preparations, many of which are highly perfumed. The statistics show, however, that nearly \$22,000,000 worth of perfumes were produced in 1929 a growth of 43 per cent over 1927. Just how much of this is due to a broadened market and how much of the influence of foreign manufacturers who have established manufacturing branches here and are thus included in the totals, it is impossible to say; but certainly, the market for extracts is not to be despised of when such a gain is possible, no matter what may have caused the increase.

However we may interpret the figures, and they are undoubtedly capable of many interpretations, it is certain that they are gratifying indeed. We congratulate the industry upon this splendid showing and express the confident hope that the census of 1931 will show an equally satisfactory result.

New Regulations to Lighten Burden

*Dr. Doran, in Important Statement, Advises of Changes
Designed to Assist Toilet Preparations
and Flavor Industries*

WASHINGTON, Dec. 10.—The Industrial Alcohol Advisory Council has disbanded, each member returning to his own business, and on January 1 the fruit of its labors, combined with those of the Bureau of Industrial Alcohol, will take form in the revised regulations governing this product.

The new regulations are yet to be released—at this date they are at the printers, where they will be for another week, after which final proofs will be sent to each member of the council before they are issued, shortly before becoming effective.

Two major improvements are embodied in them, from the viewpoint of the alcohol using industries, however, these having been revealed today by Dr. James M. Doran, commissioner of industrial alcohol.

One of these, the most important and a point for which perfumers and others have made a long fight, has the effect of preventing a manufacturer hereafter being put in the position of an involuntary violator of the prohibition laws through circumstances beyond his control. Under the old regulations, as is well known, the producer of alcohol-containing products was held responsible for the uses to which those products were put almost to the final disposition by the consumer.

Responsibility of Diversion

Under that ruling the responsibility was his if a distributor diverted his products from legal channels, or he might suffer if the retailer, far removed from him, violated the prohibition laws through the use of his products. Thus the manufacturer had to endure what now are admitted as having been unreasonable demands by officials in the conduct of his business.

Hereafter, under the new regulations, that responsibility is lifted from the producer's shoulders, according to Dr. Doran. The old regulation has not been modified—it has been eliminated. Hereafter the burden of responsibility for diversion will be placed in the proper place, on the one who actually does the diverting.

In obtaining this concession, Dr. Doran said, the council agreed on behalf of producers, to exercise as much care as possible in the choice of distributors and other channels for the distribution of goods, a practice already followed by reputable houses in the perfume and essential oil industries.



New Rule on Flavors

The other great step taken in the new regulations is of particular interest to manufacturers of flavoring extracts, who have been burdened with observation of a rule now pronounced obsolete. This was the requirement that at least 5 per cent esters must be contained in all artificial flavoring extracts. Strong representation was made on this point by the Flavoring Extract Manufacturers Association, which won complete agreement on its point from the industrial alcohol bureau.

The association pointed out to Dr. Doran and his associates that the flavoring extract industry has developed new aldehydes which yield the same result as the old proportion of 5 per cent esters but need be used only in minute quantities. To this proposition, demonstrated by proofs, Dr. Doran agreed.

Other changes in the regulations were described by Dr. Doran as being principally of a technical nature, including some matters of procedure which are expected to expedite the necessary co-operative work between the bureau and users of industrial alcohol. Dr. Doran hesitated to discuss these in detail because of the bulk of explanation necessary, instead referring other inquiries to the new regulations.

New Denaturant Announced

Incidentally, he announced today the successful conclusion of years of research resulting in the discovery of what has, under the most severe tests, appeared to be a perfectly satisfactory, non-poisonous substitute for methanol.

The new denaturant is called aldehol and is used in the proportion of one to one and one-half per cent of volume of alcohol. According to Dr. Doran, it has high alcohol and water solubility and does not respond to oil treatment. He pronounced it considerably better than calol atethate with which considerable experimenting has been done.

The new denaturant is not poisonous and has little odor, this being of a neutral sort faintly suggestive of crude oil, from which it was evolved. A taste, however, demonstrated its unfitness for consumption, as only a drop on the tongue created nauseous fumes that penetrated the nostrils, brought tears to the eyes and quite discouraged any inclination to drink anything containing it.

Bureau Reports on Alcohol

*Limitation Policy Has Been Successful and
Formula Work Productive of Much Good
According to Commissioner*

WAshington, Dec. 8.—Limitation of alcohol production to the actual need of industries and further modification of denaturing formulas were credited with having reduced substantially the amount of diversion during the fiscal year ended June 30, in the annual report of the Commissioner of Prohibition for that year, released today.

This report covered the last year in which Dr. James M. Doran was commissioner of prohibition, the department having been split on July 1, with Dr. Doran becoming director of the industrial alcohol permit activities in the Treasury Department, and Amos W. W. Woodcock being assigned as head of the prohibition enforcement division, transferred to the Department of Justice.

"The policy of limiting the production of industrial alcohol," the report stated, "to the actual need of the legitimate industry, initiated Jan. 1, 1928, has proved to be very successful. Each industrial alcohol plant is allotted a fixed quota of the total alcohol to be produced, with a provision that only 40 per cent of the total quota for the year could be produced during the first six months of the calendar year, provided that legitimate industries do not require an excess of that quantity.

"This program during the past fiscal year has been of great benefit to the alcohol industry and the trade by preventing an over-production of alcohol and thus avoiding unstable conditions in the trade in regard to their raw material.

"This policy has also been a factor in further reducing the diversion of industrial alcohol for illegal purposes, because there has been a legitimate market for all alcohol produced during the past fiscal year and no large surplus was accumulated, which is an incentive for fraud if no legitimate market exists."

Unceasing study is being given to the modification of formulas for specially denatured alcohol, the report stated, this work being carried on in the department's laboratories here and still being under the supervision of Dr. Doran. The report added:

"Substantial and important results are continuing to be obtained in eliminating weaker formulas from certain lines of industry, thus reducing diversion and assisting the legitimate industry to secure denatured alcohol better adapted to its needs."

Whether these formulas affected specifically the per-

fume or essential oils industries was not stated in the report. However, the report continued:

"Research work is being continued with the hope of further strengthening the specially denatured alcohol formulas with the view not only of safeguarding the alcohol but also for the purpose of making these formulas more adaptable for use in the arts and industries."

Stating that there are at present only two completely denaturing formulas, Dr. Doran's report said that virtually no diversion is occurring under them.

"The policy of withdrawing certain specially denatured alcohol formulas," he stated, "and the substitution of others for use in certain lines of industry has continued to benefit the industries involved and to substantially reduce diversion to illegal purposes. The policy of exercising extreme care in approving preparations manufactured with specially denatured alcohol had substantially reduced the illegal distillation of alcoholic preparations for the purpose of obtaining potable alcohol for bootleg purposes.

"Preparations which are susceptible of yielding potable alcohol by simple distillation or manipulation are disapproved and the addition of bona fide essential oils or ingredients that cannot be eliminated by simple distillation or manipulation is required.

"After considerable research during the past fiscal year a petroleum distillate known as calol ethatate was required as a denaturant for ethyl acetate. This denaturant in conjunction with restrictive measures relative to the sale and distribution of ethyl acetate has practically eliminated the diversion of this product for illegal purposes.

"After the modification of specially denatured formula No. 44-A, which eliminated the diversion of lacquer thinners and solvents, some of the bootleggers turned to ethyl acetate, which is produced from specially denatured alcohol, for their source of bootleg liquor. The adoption of calol ethatate after considerable research work as a denaturant for ethyl acetate has closed this source of illegal liquor to the bootleg fraternity."

There were produced during the last fiscal year, the report stated, 191,859,342.42 proof gallons of alcohol, or 8,972,708.66 gallons less than that produced during the preceding fiscal year. During the same period there were withdrawn from bond, tax free, 181,601,420.34



proof gallons of alcohol and rum, compared with 182,778,966.1 proof gallons in the preceding fiscal year.

Translating the statistics into wine gallons, the commercial form of measurement, the report stated:

"There were 105,787,537.72 wine gallons of denatured alcohol produced during the fiscal year, of which 58,141,740.88 wine gallons were completely denatured and 47,645,796.84 wine gallons were specially denatured, compared with 106,960,458.07 wine gallons of denatured alcohol produced during the previous fiscal year, of which 52,405,451.92 wine gallons were completely denatured and 54,555,006.15 wine gallons were specially denatured.

"The increase of 5,736,288.96 wine gallons in the quantity of completely denatured alcohol produced during the year is attributable principally to the use of an unusually large quantity of completely denatured alcohol as an anti-freeze solution in automobile radiators because of the severe weather during the past winter, and the decrease of 6,909,209.31 in the quantity of specially denatured alcohol produced during the year is due largely to the general business depression in industries in which specially denatured alcohol is used as a raw material and to restrictions imposed during the year to prevent diversion of specially denatured alcohol to illegal purposes."

Synthetic Alcohol Considered

The growth of synthetic ethyl alcohol in industry was noted in the report, it being stated that one manufacturer has undertaken to produce this product in commercial quantities from ethylene gas. According to the report, the ethyl alcohol produced in this manner "is sufficiently pure to be used in practically 90 per cent of the preparations and processes now using ethyl alcohol produced by the fermentation of blackstrap molasses or grain," it being added that, "if necessary, it could be sufficiently purified to be used in any preparations or processes now using alcohol produced by fermentation."

"The cost figures of production are not known," the report added, "but the mechanical difficulties of producing synthetic ethyl alcohol from ethylene apparently have been solved."

"If the cost of production is no greater than in the fermentation processes now being used, the quantity that can be produced is only limited by the quantity of coal and petroleum oils available. This is probably the most interesting development in the industrial alcohol trade that has occurred for many years."

Use of Specially Denatured Spirits

The use of specially denatured alcohol in toilet goods and other industries in which our readers are particularly interested is shown in the following table, figures being for the last fiscal year.

	Wine gallons
Barber supply preparations	57,713
Bathing alcohol	1,071,065
Bay rum	217,065
Dentifrices and tooth pastes	73,356
Deodorants and disinfectants	118,499
Hair tonics	1,412,197
Perfumes	739,336
Soaps, all kinds	195,718
Toilet preparations	1,486,623
Toilet waters	1,456,231
Total, these industries	6,828,454
Total, other industries	77,977,999
Grand Total	84,806,453

Toilet Preparations Production

(A Correction)

WE believe that our readers correctly interpreted the comparative statistics of production which were published in our November issue although the dates at the column heads were reversed in that issue. For purposes of the record and also that readers may have the statistics at hand as they read the editorial on Page 602 of this issue, we are reprinting the comparative table herewith.

The following table shows the production of toilet preparations in all plants devoted in whole or in part to their manufacture together with the approximate percentage of increase or decrease as compared with 1927.

Item	Production		Percentage of Increase, Minus (-) Denotes Decrease
	1929	1927	
Total for Group	\$207,461,389	\$178,473,936	16.6
Perfumes	21,938,270	15,300,504	43.0
Toilet Waters	8,252,202	8,469,207	-2.5
Creams	35,131,862	29,218,815	20.0
Rouges	12,500,649	11,492,644	8.0
Dentifrices	31,440,961	30,692,834	2.5
Face Powders	22,979,522	21,582,602	6.5
Talcum	8,021,121	8,002,743	-2.5
Other Powders	2,112,748	3,096,985	-28.0
Depilatories	1,502,821	1,071,969	40.0
Hair Tonics	10,471,885	11,638,678	-10.0
Shampoos	5,536,616	3,824,540	45.0
Hair Dyes	3,339,906	3,118,760	7.0
Other Toilet Prepara-	44,242,126	30,963,655	43.0

Consumption of Cosmetics in Rumania

Rumanian women, who are noted in Eastern Europe for their beauty, are extensive users of cosmetics, and the demand for such has been continuously increasing especially since the war. Cosmetics are also in use among the male population in the urban centers to a more general extent than is customary in other countries.

In the absence of official statistics, leading local dealers estimate the total annual consumption of cosmetics in Rumania at from \$5,130,000 to \$6,000,000.

Cologne water	\$1,200,000
Soap, toilet and fancy	600,000
Perfume	480,000
Toilet water	240,000
Face powders	480,000
Creams	360,000
Rouges	120,000
Lipsticks	150,000
Lotions	180,000
Brillantine	120,000
Pomades	60,000
Shampoos	60,000
Toothpaste	600,000
Mouth washes	150,000
Dental powders	90,000
Nail polishes	150,000
Deodorants	90,000
Other cosmetics and toilet preparations	870,000

(Consul John Randolph, Bucharest).

Turkish Dentifrice Market

United States dental preparations have been recently gaining ground in Turkey as may be noted from our exports which amounted to \$4,000 in 1927, \$14,000 in 1928, and \$15,000 in 1929. Firms interested in entering the market, however, must conform with the law which requires that such products be analyzed and that the Ministry of Health and Social Welfare either deliver to the manufacturer's representative a registration permit or prohibit their importation.

Boncilla's New Line and Packages

BONCILLA, INC., Indianapolis, has just launched a new and most attractive line of toilet preparations complementary to its well-known Clasmic Pack and the other items which it formerly offered. The new products are being sold under the name "Mark 2" and with their addition, the Boncilla line becomes a complete ensemble of the toiletries needed to rejuvenate, embellish and beautify the skin. In addition to the Clasmic Pack, the new line consists of cold cream, Cremetone—a liquid cream for quick, easy application, astringent, foundation cream, face powder, cleansing cream, skin tonic, nourishing cream, rouge and lip stick.

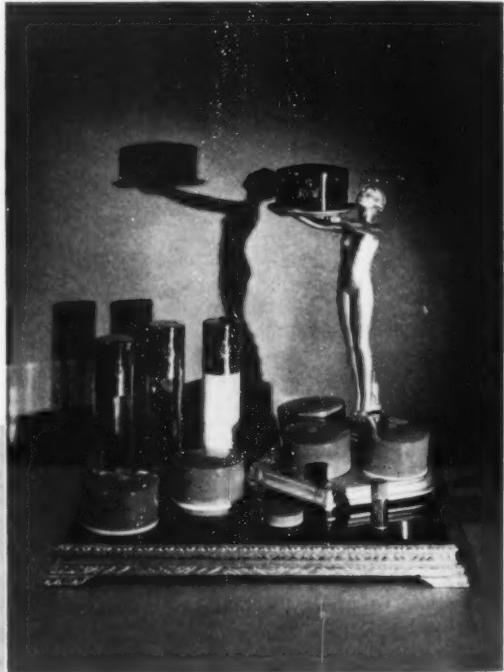
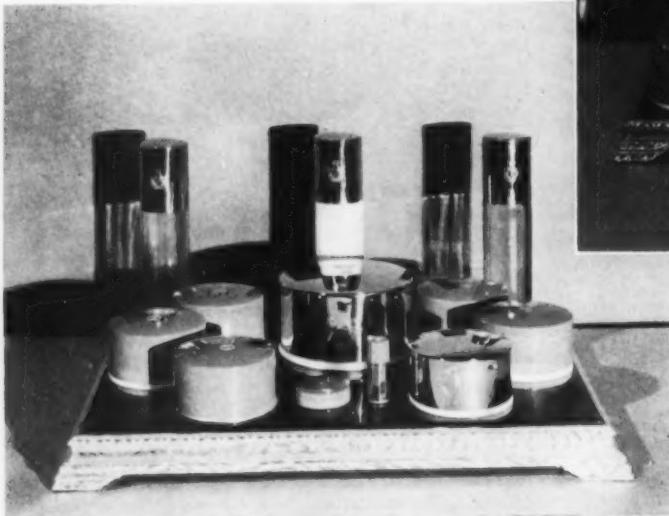
Before launching the line, the company's chemists and research workers spent many months in the revision and improvement of formulas and in investigation and installation of new machinery and equipment best calculated for the manufacture of products of this sort. The results, the company feels, fully justify the time and effort expended in a search for products best suited to each of the individual needs of the ultimate purchaser.

In order to package the line in fitting manner, Boncilla asked numerous designers and artists to submit their ideas for containers, and after careful consideration of the many ideas presented, engaged Colin D. Barrett, formerly a designer at Tiffany's, to complete the preliminary designs. In co-operation with Scovill Manufacturing Company, Mr. Barrett sought to devise a package which would be both beautiful and eminently useful as a container for toiletries. In this he succeeded admirably as the accompanying photographs ably demonstrate.

The attractively designed bottles for the liquid products are capped in shining metal and the jars for creams utilize, instead of the conventional metal cap,

a complete metal shell which threads to the container tightly and adds much to the beauty of the product. The shells for the Clasmic Pack are finished in brilliant nickel and those of the other products in green. On each appears only the monogram while directions for use and other matter, usually appearing on the labels, are included in a leaflet within the carton.

As a stimulus to attractive display, the company furnishes with orders of sufficient size the handsome onyx glass tray or the beautiful statuette, illustrated with the packages. These are fitting accompaniments to a line so brilliantly and handsomely packed. The initial reception of the new products has been exceptionally gratifying and the company feels that both products and packages have struck a note which is bound to bring results in immediate consumer acceptance throughout the country.



TWO PICTURES OF BONCILLA'S NEW "MARK 2" LINE AND ACCOMPANYING DISPLAY DEVICES.

Oases and Deserts of the Sales Map

*Getting the Reasons for Puzzling Variations
in Trade and Consumer Demand*

by Leroy Fairman

A N exceedingly wise man for whom I worked in my early days in advertising used to say, "The reasons which sell your goods to your present customers will sell them to millions of other people—if you know what those reasons are, and advertise them."

This is as true of salesmanship as of advertising; as true of communities as of individuals. But, it is both strange and sad to say, many manufacturers are very ill informed as to just why some individuals buy their goods while others do not, and why some communities consume them in large quantities while others will have none of them.

Salesmen, as a general thing, take no special interest in this vital subject. They know, of course, that the product they sell goes like hot cakes in Jonesville and like cold molasses in Smithtown, but the real reasons for this situation they never bother to find out.

The average salesman's report on a condition of that kind will run about like this: "Jonesville. Called on Elite Drug Co. Saw Mr. O. G. Perkins. They bought two gross on Sept. 15; have about half a gross in stock. Herewith order for two gross, December 15 delivery. Mr. Perkins very gratified with the way goods are moving, says they outsell by from 50 to 100 per cent any competing goods.

"Smithtown. Called on Frost & Snow Drug Co. Saw Mr. Jack Frost. They bought two gross July 8; have over one and one-half gross on hand. Will not order now, or for some time to come. Mr. Frost says goods move very slowly; practically no demand. The Blink line outsells us heavily; so does the Blank line. My opinion is that the salesmen for these other lines are giving Frost & Snow price concessions or free goods. Their prices are lower than ours anyway, which makes it very hard to compete with them, especially in times like these."

The facts are, in many cases of this kind, that the population of Jonesville and Smithtown are practically identical in type, class, earning power and buying habits; that times are no harder in one town than the other; that competition is the same, and that there is no clearly apparent reason why a product should not sell as well in one town as it does in the other. The reason is hidden, and remains so.

Some time ago a magazine subscription solicitor ran across a peculiar situation in a Southern town. He found that, years ago, a prominent old family in the town fell upon hard lines, and was hard pressed to make both ends meet. To eke out the slender family income, a daughter accepted an opportunity to introduce a simple household utility, and went from house

to house selling it. As the circumstances were known to most of the townspeople, many people bought the article as an act of charity, and the result was that the goods were very thoroughly distributed throughout the community. Women who bought were well satisfied, and told their neighbors; in due time that town was well saturated with this one product, and a community buying habit was established which persisted for years.

Manufacturers of competing articles, knowing nothing of this condition, called regularly on the local merchants, and advertised from time to time in the local papers. They found that town a tough spot. Their salesmen took few orders; the stores that stocked their goods sold very few; one line seemed to get all the business for reasons which nobody knew. It remained for a man intent upon quite another problem to hit upon the solution of this one; I doubt if any of the manufacturers interested ever solved it, or ever would.

This incident discloses but one of the many circumstances which cause a product to "get the jump" on its competitors, and to hold its advantage over a long period. Conversely, it sometimes happens that an untoward incident gives a product a black eye in perhaps a small but influential neighborhood, and that the discoloration spreads out in all directions until a whole community is affected.

Such conditions, though purely local and in some cases apparently negligible, amount, when summed up, to a serious obstacle to the growth, progress and prosperity of a business. They are one of the causes of the spotty distribution which so many products have, and which are often so puzzling to the manufacturer. For no special reason, towns, cities, and zones in one section of the country adopt a product with enthusiasm and cling to it steadfastly in the face of all competition; in another section of the country, and apparently under precisely the same conditions and circumstances, the product obstinately refuses to move, no matter what sales and advertising effort may be placed behind it.

There are a multitude of possible reasons for spotty distribution; for ready consumer acceptance in one town and a complete flop in another. Not to know what those reasons are constitutes, in my opinion, inexcusable negligence on the part of the manufacturer. Ignorance of causes is, in such cases, mighty expensive. Sales effort costs money, and it should return a profit wherever expended. Smithtown should pay as well as Jonesville; if it doesn't, it eats into the Jonesville profits. Advertising is expensive; if advertising in Smithtown doesn't pay it should be made to



pay or else they should be cut out altogether.

Furthermore, the manufacturer with national ambitions cannot realize them on a map constituted of half oasis and half desert—especially if the oases are scattered here and there over the desert. He must cultivate all soil in which his product should profitably grow, from one end of the map to the other; and in order to do that he must know, definitely and positively, just what soil will yield him a profitable crop and what will not. And his knowledge must be based upon proved facts and not upon the guesswork of alibimaking salesmen.

The problem has its special difficulties for the manufacturer who sells through wholesalers. The only interest of the jobber's salesman is to scrape up all the orders that are waiting for him, plus a few that he can stir up without taking too much time and trouble. That is what a jobber's salesman is for, and about all that should be expected of him. He can call on the druggists of Jonesville and Smithtown for twenty years, observe all that time that your goods sell like hot cakes in one place and like cold molasses in another, and never even bother his own imagination for a reason why—much less making, or suggesting, any investigation to learn the causes of so peculiar a merchandising situation.

The manufacturer who sells through his own sales force stands a better chance of solving these problems; provided he has the perspicacity to realize their grave importance, and has salesmen of sufficient intelligence and energy to undertake their solution. There are a few manufacturers who do appreciate the gravity of these problems and see that they are properly investigated, but the great majority accept the salesmen's obvious guesswork year after year; as long as business is good and the volume of sales satisfactory they should worry. And when business is bad and sales unsatisfactory there are many imperative and inescapable things to be done—of more immediate and vital necessity than the problem of Jonesville and Smithtown. Nor does it occur to them that their con-

dition would now have been much less serious if they had cleared up such little matters years ago, and stopped the many leaks in distribution and selling costs which they represent.

Negligence or indifference concerning this phase of merchandising is found in all lines of business. I have among my clippings relating to this subject one which gives the experience of a business writer who was commissioned by a magazine to write a series of articles on the methods employed by the most successful retailers in a certain line. He found, during his travels, that while the average retailer sold from \$200 to \$300 worth of the line per year, there were a number whose sales ran from \$1,500 to \$2,000.

"To my amazement," he says, "I found the wholesaler did not know how or why these two dozen retailers were getting such a sensational volume while others were not. It had never even occurred to these wholesalers to find out from these retailers the best method of getting volume. If one retailer sold \$200 worth and the other \$2,000 worth they seemed to think it was no concern of theirs."

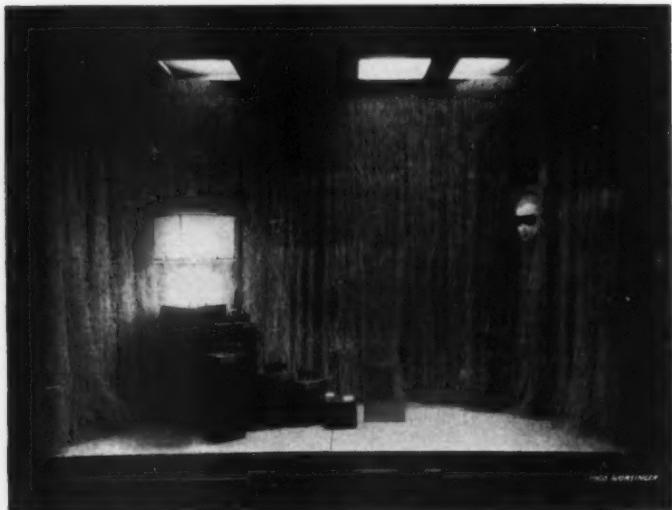
He found, he says, the same indifference in other lines which he investigated. In one case a retailer who labored under heavy disadvantages was doing a business of \$1,500 in a certain product as against an average of from \$200 to \$300. "But," he continues, "the wholesalers and the manufacturers who supplied him did not even know of his methods, and were not interested enough to find out. They were interested only in replenishing their stock when it got low."

How true that last sentence is of most manufacturers! Interested only in replenishing the low stock on the dealer's shelves.

There are many aspects of this important subject which the average salesmen, or sales force, cannot cope with, but any salesman should be able to ferret out the reasons why a retailer on Pine street can sell \$2,500 worth of his line per year, while a dealer just around on Cedar street—with the same kind of store and equal opportunities—only sells one-fourth of that amount.

Behind such a discrepancy as this there must be a mighty interesting and valuable story. A merchant who, under what seems to be identical circumstances, sells four or five times as much of your face powder or perfumery as does his neighbor merchants, has something remarkable "on the ball." An indolent or indifferent salesman will report that these big sales are due to his own efforts; the personal friendship that he has succeeded in establishing; the fact that so-and-so "thinks a lot of us and our way of doing things, and goes out of his way to push our goods."

The fact of the matter is, in nine cases out of ten, that the retailer has no special fondness for you, your salesmen or your goods. He has, by dint of thought and labor, worked out a selling scheme or method to which your goods are adapted; he sells a lot of them because he is a wise and progressive



A STRIKING WINDOW BY RICHARD HUDDNUT

if they
o, and
g costs

ase of
I have
which
o was
ries of
uccess-
ng his
m \$200
umber

lesaler
tailers
others
whole-
method
th and
was no

n other
retailer
going a
nst an
tinues,
plied
ere not
erested
now."
anufac-
w stock

subject
cannot
ferret
an sell
er just
f store
of that

as this
ng and
under
stances,
of your
es his
ing re-
lent or
t that
is own
that he
the fact
us and
out of

n nine
has no
lelemen
dint of
selling
r goods
em be-
pressive

merchant. He is working for his own pocket all the time; but nevertheless he has discovered or invented a plan that sells a lot of your kind of merchandise.

What is that method or plan? If it works for him, it will work for others, and you as a manufacturer are sadly remiss in your duty to yourself and your business if you do not find out all about it; and see that it is put to work in every retail outlet where it seems applicable and where the retailer has enough enterprise and ambition to put it into effect. And the indolent or indifferent salesman who did not dig up the facts and report them, in full detail, just as soon as the situation came to his notice, is not the kind of a salesman who is fit to represent your business.

When contradictory and confusing sales conditions extend over a considerable territory, and goods are distributed through wholesalers, conclusive investigations become a more difficult matter. They involve, generally, visits to many retailers as well as wholesalers, interviews with newspapers, and a thorough canvass of consumers through house to house calls. Such investigations must be made by competent men and women who can learn not only the superficial facts relating to the situation, but, through adroit questionnaires, secure a mass of information which will greatly aid the manufacturer in planning his future sales and advertising activities. Research of this extensive nature may well be turned over to organizations which maintain staffs of trained investigators for this special purpose.

Manufacturers whose business as a whole is in a satisfactory condition, but who are disturbed by the discrepancies in sales between town and town or zone and zone, will often find it well worth while to maintain a small field force of their own for this form of research. I know of one manufacturer whose able and intelligent sales manager is seldom to be found in his office. He is constantly on the go, from one end of the country to the other. He has three assistants, who hardly ever make their appearance at the home office. These men spend some of their time in calling on the trade—the principal customers in large centers of population—but most of their time is spent in straightening out merchandising and selling tangles. If the goods are selling unusually well in a certain territory or if a slump occurs, they find out why.

Their job is to trace down the reasons for both good business and poor business; to work out plans for introducing successful selling and advertising plans where they are needed; to straighten out misunderstandings with the trade; to help build up the valleys into peaks and equalize sales volume to the utmost possible extent.

This field force is worth many times what it costs. It keeps the home office in touch with conditions everywhere, and furnishes the correct answer to the puzzling discrepancies between city and city, or zone and zone.

Enlightened manufacturers in many lines are now following a similar course, but too many maintain a field force for the mere purpose of calling on the trade—"hitting the high spots"—with no duties except to get more and bigger orders and open new accounts. This is useful work—but it leaves a big, vital job undone.

British Perfumers' Annual Luncheon

THE fifth annual luncheon of the Perfumery Manufacturers' Section of the London Chamber of Commerce was held recently in that city and after an elaborate program of addresses and discussion Horace Barrett of J. & E. Atkinson, Ltd., was elected chairman for the coming year and Percy M. Sanderson of A. & F. Pears, Ltd., deputy chairman.

Following an excellent luncheon, the chairman, C. Emerson Huston of Zenobia, introduced W. R. Smith, M.P. and Parliamentary Secretary to the Board of Trade. Mr. Smith commented upon the age and importance of the perfumery industry and gave some statistics showing that the industry in Great Britain was in an exceptionally flourishing condition. P. J. Hannon, M.P., after the chairman had outlined some of the more pressing needs of the perfumery industry with reference to the government and legislation, told of the work of the London Chamber of Commerce and especially its relations with the Perfumery Manufacturers' Section.

Sir Alexander Gibb, chairman of the Council of the London Chamber of Commerce also spoke briefly on the work of the chamber. Mr. Sanderson then welcomed the guests of the section and was followed by Viscount Leverhulme, chairman of Lever Brothers, Ltd., who responded in their behalf. The meeting was closed with a tribute to the retiring chairman by Arthur E. Pitt of Potter & Moore, Ltd., himself a past chairman of the section. These annual luncheons have met with growing encouragement from members of the London trade and this year's affair set a record.

The following is the complete list of those who attended the luncheon: C. Emerson Huston, of Zenobia, Ltd., chairman of the section; Sir Alexander Gibb, G.B.E., C.B., chairman of the council of the London Chamber of Commerce; Viscount Leverhulme; W. R. Smith, M.P., Parliamentary Secretary to the Board of Trade; P. J. Hannon, M.P.; A. de V. Leigh, M.B.E., M.A., secretary to the London Chamber of Commerce; A. C. Merrin, editor, *Perfumery and Essential Oil Record*; A. T. Cussons and R. Kingston of Cussons, Sons & Co., Ltd., Manchester; Percy M. Sanderson of A. and F. Pears, Ltd., Isleworth; Horace Barrett, Herbert Broad, E. L. Merry and A. C. Lock of J. and E. Atkinson, Ltd., London; H. L. Gauntlett of R. F. White & Co., Ltd., Mitcham; A. Ridout, M. E. Marshall and F. M. Dobson of J. Grossmith & Son, Ltd., London; T. E. Gardner, E. C. Morgan and T. Lyddon Gardner or Yardley & Co., Ltd., London; J. H. Stockton, B. Carpenter, and C. L. Stenning of T. F. Bristow & Co., Ltd., London; Arthur E. Pitt, B.Sc., F.I.C., Eric Lionel Bush, Alfred E. L. Slann, Wm. H. Higgins, Herbert Henry Hurry, Arthur J. McIntyre, and Wm. Burns Kelly of Potter & Moore, Ltd., London; Major J. H. B. Wigginton, Harling-Baylis, D. E. Budgett-Meakin, S. Hartley Stock, and E. P. Austin of Erasmic Co., Ltd., Warrington; A. M. McVey, F.I.S.A.; W. W. Lax, G. F. T. Russell, G. S. Royds, E. R. Roberts, U. B. Walmsley, and W. F. Charles, F.R.M.S. of Zenobia, Ltd., Loughborough; C. G. W. Robson of A. and F. Pears, Ltd.; F. A. Bell and Sidney Barker of Papier Poudre, Ltd.; and Chas. D. Phillips, F.I.S.A., secretary of the section.

Recent New Product Developments

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

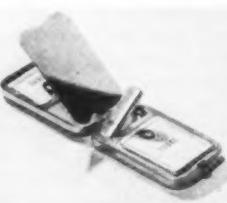
The Tussy Compacts

The new "Tussy" triple compact is the first of a number of items including creams, lotions and nail preparations which Lesquendieu, Inc., New York City, has recently put out. The compact is made up in the characteristic Lesquendieu colors—red, tan and black. The oblong enamel case containing powder and lipstick in the one side and the rouge in the other with the rouge puff held in place in a separate compartment is packed in a box of similar design as the compact itself. A metal mirror separates the two sections of the compact.

In the accompanying photograph the arrangement of the interior of the compact is depicted. The small compartment holding the rouge puff in place prevents the puff from becoming too saturated with rouge.

The enameled exterior which is not visible is predominately black with a section of tan and red separated from the black with silver toned bands. The back of the compact is entirely of black enamel bearing the name of "Tussy" across the center. The entire outer edge is of silver tone. The artistic design in tan and red on the compact is repeated on the box cover.

The maintenance of the French atmosphere, according to Miss Louise Westing, advertising manager, has been the object in developing the new packages as well as standardizing them.



Royal's Hand-Painted Bottles

Hand-painted bottles showing scenes of the historic French Quarter of New Orleans are the latest addition to the line of the Royal Perfume Company of that city and are being especially pushed for Christmas sales. Designs of familiar scenes by an artist of the local art colony are attracting wide attention. They are being offered on both individual bottles and a Royal "La Belle Creole" package containing toilet water, sachet, extract, and powder.

Barbara Haynes Beauty Box

An attractive addition to the products of Barbara Haynes, Inc., New York City, is the new beauty box. This is presented in attractive green colored metal, which is the color scheme of the entire line. All the products necessary for a week's trip are included in this very compact case, depicted in the photograph at the bottom of the page.

Included in the number of creams and lotions which Miss Marie Barlow, president of the company, finds necessary for use on a short journey are cleansing cream, foundation cream, skin food, skin tonic, paste rouge for lips and cheeks, box powder, rolls of cotton for make up and tissues for cleansing. All these preparations are packaged in miniature size Barbara Haynes containers which can be renewed when the jars are empty, thereby keeping the outer box for further use.

In the cover of the box is one of the booklets which Miss Barlow has prepared, giving instructions as to the use of her creams and the best methods of application, as well as an entire list of products with prices.

In this booklet she also advises the best means of retaining beauty and the preparations best suited to

the different types of skins. Various creams and treatments are required for the dry skin and others for the oily skin. Any of the preparations may be obtained from the various department stores throughout the country, and demonstrators in the various stores will be glad to recommend the particular cream best suited to the individual needs of each person.

Guerlain's New Floral Odors

Two floral odors have recently been added to the Guerlain line, "Guerlilas" and "Guerlarose." As the names indicate, the former is a lilac odor and the latter a rose. These perfumes are the result of extensive research work and long experimentation in the laboratories of Parfumerie Guerlain, located at Becon les Bruyeres, a suburb of Paris.

Guerlain can well be proud of these new florals as they are as delicate as the flowers themselves and retain their freshness indefinitely.

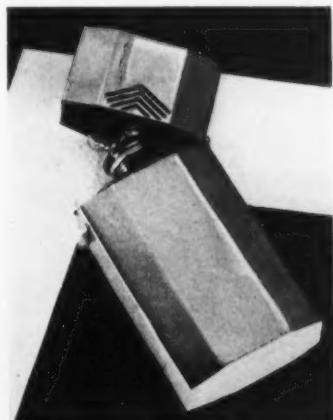
The two extracts are packaged similarly. The bottle, heavily banded and sealed with black cap, is presented in a black box of oriental design trimmed with silver and green bands as shown at the right of the page. This color scheme is also carried out in the label.

The New York offices of the company, Guerlain Perfumery Corporation of New York, is located at 578 Madison avenue. Bernard d'Escayrac, vice-president and manager is in charge.

Houbigant's New Products

The new Houbigant enameled compact which has been presented recently is a most excellent example of the beauty and artistic effort found in packaging cosmetics today. The case proper is platinum in tone with broken bands as decorations for the cover. Two

shades of green, black and tan are the colors of one; three shades of blue and black, another; and red, orange and black, the third. On opening the compact a pleasant surprise is experienced in the good sized mirror in the top of the case. Powder and rouge as well as a removable lipstick fill the



base. The whole is packed in a most attractive tan suede paper box lined with velvet.

Another item which has been developed to complete the "purse" line is a perfume container. As shown in the photograph above, this is effected in a gold metal with a line design in green. A special snap in the side of the container holds the bottle firmly in place. Any one of the four Houbigant odors, —Quelques Fleurs, Au Matin, Bois Dormant, Ideal or Fleur Bienamée,—may be obtained as a filler for this container. With the addition of this case a complete line of purse products is now available, including the triple compact, a double, consisting of powder and lipstick, and a single. In commenting upon the two items mentioned above Houbigant, Inc., New York, states



that it is more than pleased with their reception by the public.

To the already extensive line of Houbigant odors a new one has just been added, Fleur Bienamée, a very lasting perfume neither decidedly floral nor too strongly spicy. The make-up is modern in design and color scheme. A metal top fits over the stopper. The label is carried out in blue, silver and bronze. This together with the face powder of the same odor is shown in the picture which appears at the lower right of the page.

Dorothy Gray's New Products

Dorothy Gray, New York City, has within the past few months added several items to its line. The new and attractive skyscraper compacts were described in this journal last month. This month we have two additional items which have been included in this most attractive line.

One of the more recent additions is a cream soap. When this was first placed on the market early last summer it was packaged in jars, but very re-





a little like a shaving soap until you realize that it is softer, thicker and more pleasant to the touch.

"Its usefulness lies especially in its great cleansing action, its non-drying of the skin, doing away with the inconvenience of the cake soap and wash cloth which is a great asset in traveling.

"Its charm lies in the fact that it is light, fluffy; that it comes in two delightful colors and odors, pink perfumed with Paris Flowers, and pale green perfumed with jasmin."

The Dorothy Gray hat box traveling case comes in the guise of a miniature hat box, a shape which is universally appealing to the feminine heart. One of the most novel things about this case is the little shelf containing powder, lip rouge and rouge compact, which can be lifted out, so that the well in the center contains two layers of preparations. The bottles and jars all stand upright around the sides of the well and are firmly entrenched in little recesses.

The case proper together with the tray fitting in the top is shown in the photograph above.

The black walrus leather on the outside makes a striking contrast to the rose moire silk lining. The following preparations are included in the case: Finishing Lotion, Texture Lotion, Cleansing Cream, Tissue

cently it has been packaged in tubes that are a suitable size for packing and are attractively developed in pink with a blue label. The whole is enveloped in cellophane.

In describing this soap, Miss Louise Westing, advertising manager of Dorothy Gray, New York, says "it is unlike any other product on the market. It seems

Cream, Astringent Cream, Hand Cream, Powder, Lip Rouge, Rouge Compact, Tissues, and Powder Puff.

Helena Rubinstein New Packages

The new boxes of the Helena Rubinstein, Inc., new products are in line, Mme. Rubinstein states, with the package policy which, during the past few

years, has been such an important factor in the development of sales on the Rubinstein toiletries. They are worked out in vivid reds and greens, with black, silver and gold and are distinctly modernistic in design. Flame red has always been the "key" color for the Rubinstein containers; in the case of the new line the

green boxes were introduced only to provide some distinguishing mark for the package which carried preparations especially made for dry skins. The compact depicted above is carried out in the gold, black and flame color scheme.

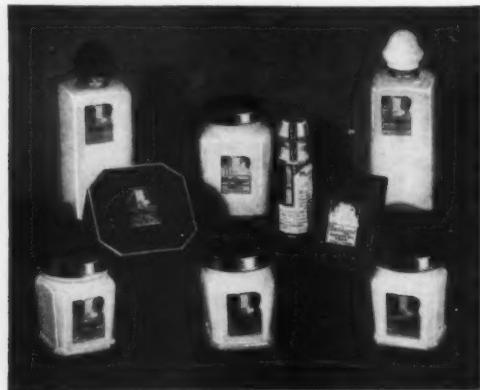


The New Quinlan Compacts

In the photograph directly above may be seen the new compacts and lipsticks of Kathleen Mary Quinlan, New York City. These were described in our November issue, but at that time were not available for distribution.

Mme. A. Ruppert's Line

After a lapse of over forty years Mme. A. Ruppert, Hollywood, Calif., is reviving and revamping her line of cosmetics. These are shown in the photograph at the lower left of the page, and as may be seen include a face bleach, cleansing cream, almond oil soap, nourishing cream, astringent cream, depilatory, face powder, etc. As formerly these products will be distributed through department stores.



A Sensible Cost System

Standard Accounting of Factory Charges

by Frances Chilson

Consulting Production Engineer

THE subject of costs is a painful one to those unfortunate manufacturers who have been loaded down with a highly theoretical cost system requiring an army of clerks to operate. Paradoxical as it really is, most cost systems are designed and installed by professional accountants, who seem to believe that business exists for the purpose of keeping records. But that phase of cost accounting having to do with the accumulation of cost data is distinctly not an accounting function, and, unless the accountant happens to be an engineer, he ought to avoid the factory end of costs altogether. The accountant's function begins at the point where cost data are assembled and tied in with the general accounts.

It is necessary to go into this in somewhat more detail than a paper of this type warrants, but since more attention to costs will be required during the period of intensive competition just ahead, such detail is entirely justified in order to provide an historical background for what is to follow.

Accountants when designing a cost system usually set up first a scheme of controlling accounts with which we can have no quarrel. They then provide for the keeping of perpetual inventories, design and put into effect some form of job or process order and labor report and proceed to calculate costs. No mention will be made of the usual ways for distributing overhead. A hundred tons of literature has been written on this subject without getting anywhere. What seems in passing to be the most effective method of distributing overhead—the machine center method—has not been generally used because, here again, accuracy in determining the charges for each center requires engineering or production experience.

Errors in the Procedure

Now the first error in this procedure is that a lot of time is spent calculating costs on unstandardized jobs. Such costs are not worth assembling for practical purposes, but they are justified, according to the accountants, because they serve to bring to the attention of the management a condition requiring investigation. It does seem that all the management of a plant requires to discover such things as eyes to see the condition and a little gray matter to develop a method for correcting it.

The second error in the procedure is that a great deal of time and money is spent on keeping perpetual inventories, which, because of the amount of detail involved, can never be kept up to date enough to serve any useful purpose. They perform the negative function only of substantiating the inventory accounts on

the balance sheet. And they accomplish this with reservations, for the reason that they are based on records only, subject to the vagaries of time and human nature.

From a practical point of view sound costing depends entirely upon good organization, good management and *physical control*. By physical control we do not necessarily mean locked storerooms, and stock clerks and a multitude of requisitions, we mean the basic control which proper production and chemical control imposes. But of this more below.

Designing a System

The first step in designing a sound system for costing is to standardize the method of handling each job. (I shall not here go into the mechanics of production control. I am assuming that in the hypothetical plant we are investigating that adequate production control methods are in effect.) The standardization of each job means time and motion study. Each phase of the operation must be studied and organized in the best way. The next phase of the investigation centers about the machinery and its layout. Are the machines of the best—that is the most economical kind? Are the speeds of each unit in the production line synchronized so that all equipment is "in step"? Are the machines laid out properly? Assuming that all these questions have been answered affirmatively, what have we accomplished? *We have accomplished physical control of costs.*

To demonstrate this let us take a concrete example: Let us assume a lotion packaging line. It consists of a suitable filling machine, a coker or capper, labelers, cartoners, bundlers or sealers. To run this line requires let us say, one girl for the filler, one for the capper, one for the labeler, one for the cartoner and a man for maintenance and heavy handling. Each of these operators gets a definite rate of pay—let us assume a total hourly rate for all of \$1.80. Let us assume that the hourly overhead, by whatever system of overhead distribution is used, is \$3.60. Let us assume further that the capacity of the production line is 30 complete packages per minute. Therefore, the labor and overhead cost per package amounts to \$.003 each, and it cannot vary unless the pay rates are changed or a breakdown holds up production. The control of the latter contingencies are functions of management. But as long as the factory manager keeps that unit going, he knows what his cost is. If he fails or is incapable, his incapacity will be reflected in the general books as we shall demonstrate later on.

As to control of raw materials, it is not absolutely necessary to put any but essential oils and alcohol



YEAR	FINISHING ORDER						ARTICLE						STOCK NO.					
	MONTH		MONTH		MONTH		MONTH		MONTH		MONTH		MONTH		MONTH			
MFG. NO.																		
QUANTITY WANTED																		
FINISHED ORDER NO.																		
QUANTITY FINISHED																		
DATE FINISHED																		
BATCHES ORDERED	LBS.	PC.	LBS.	PC.	LBS.	PC.	LBS.	PC.	LBS.	PC.	LBS.	PC.	LBS.	PC.	LBS.	PC.		
BATCHES USED																		
R. M. FROM PROCESS																		
POSTED																		
SYMBOL	DESCRIPTION		STD. COST	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	QUAN. USED	AMOUNT	
				TOTAL	UNIT													
YEAR																		
BATCH SIZE																		
MANUFACTURING ORDER																		
MFG. ORDER NO.																		
DATE WANTED																		
DATE FINISHED																		
BATCHES WANTED																		
BATCHES FINISHED																		
LABORATORY O. N.																		
CHARGE WORK IN PROCESS																		
SYMBOL	LABORATORY QUANTITY		OFFICE QUAN.	UNIT	STD. COST	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT	A	
(FIG. 2)																		
(FIG. 1)																		

under lock and key. Physical control of formula or raw material costs is accomplished by the control chemist. If the control chemist checks each batch properly, the quantity of raw materials used cannot vary, or his specific gravity test would reflect such variation instantly. The same is true of essential oils. To produce an odor of a given type requires a certain formula. It may of course be adulterated and varied by substitution of oils, but all this is done under the supervision of the perfumer or the chemist.

Physical control of finished stock must be accomplished under lock and key because of the temptation to pilferage. A properly laid out stock room locks out every one but the man who lays up the orders. Control of outgoing quantities is achieved by double checking both by stock clerk and packer. The stock clerk must be held absolutely responsible for shortages in inventory, the packer for shortages in shipments.

Now comes the tie-up. Materials of all kinds are further controlled in the production office. A properly designed control system will in effect be a running perpetual inventory. This must be so in order to provide the production man with the information which he needs to run the plant. His records, being so intimately tied up with the physical operation of the plant, must be right or he would suffer shut-downs through lack of material on the one hand; and if he over-bought on the other, his turnover would go down.

The data necessary for accounting purposes is accumulated from the production orders and cost summaries. Figure I is the left side of a manufacturing order, designed to last for a year. Figure II is its complementing finishing order. Both are designed to act not only as cost and production reports but as cost summaries as well. They are made of jute tag to give sufficient toughness to endure handling. Every piece of information required for cost accounting or production purposes is shown on these cards. They originate in the production office, pass out to the

manufacturing or packaging departments, return to the production office for entry on the schedules, and then go to the accounting department for extension and entry in a production ledger, whence they are returned to the production office files.

It would not be just to close a treatise of this kind without treating the accounting phases of such a system. It of course is basically a standard cost system. The general ledger accounts would be: raw materials at standard, finishing materials at standard, material variations (this account represents the difference between standard and actual costs and is accumulated from the invoices before they are entered on the voucher record), work-in-process (analyzed if required), and direct labor and factory expense (analyzed in whatever detail may be necessary to make intelligible reports). The variations in the material costs are shown in the variation account. Variations in labor and in overhead are reflected in the accounts themselves, the amount of such variation reflecting the efficiency of plant operation.

To substantiate the balance sheet accounts at any time, all that is necessary is to price and extend the quantity inventories kept in the production office.

This system has stood the test of time. It was designed and installed by the writer in a nationally known cosmetic house where the writer was factory manager for several years. It, moreover, has stood the acid test when modified to the conditions prevailing in other similar industries.

Ample allowance has been made for human failures; but this liability to error has been minimized by simplification of the whole procedure and the adoption of but one factory record which serves all purposes—even this checks itself because of the comparisons with previous jobs which are provided on the order itself.

Formulas and any other data required to be kept secret are kept in symbols on this record.

Salesmen Name Fred Koch for President

FRRED KOCH, Dow Chemical Co., New York, has been nominated for president of the Salesmen's Association of the American Chemical Industry for 1931. Others named by the nominating committee include Ira Vandewater, R. W. Greef & Co., 1st vice-president, William H. Adkins, Givaudan-Delawanna, Inc., 2nd vice-president, R. J. Grant, Noil Chemical & Color Co., 3rd vice-president, and B. J. Gogarty, American Solvents & Chemicals Co., secretary-treasurer. E. J. McGuire, Grasselli Chemical Co., and Grant A. Dorland, MacNair-Dorland Co., were nominated for three year terms as members of the executive committee. Ballots will be mailed to all members at once and the election will close December 29th, the date of the annual Christmas party.

The annual Christmas party of the association has been scheduled for Monday evening, December 29, at seven o'clock. The ballroom of the Hotel McAlpin, New York, situated on the top floor and away from all other parts of the hotel, has again been reserved for this yearly event. Those who have attended previous Christmas parties, which have been staged ever since the association was organized several years ago, will need no urging to make their reservations early. As usual it is expected that guests will be on hand in as great a number as members.

The McAlpin ballroom is particularly suitable for an affair of this kind because it is large enough to provide space for a "get together" before the dinner gets under way. The dinner itself is scheduled for seven o'clock sharp. After dinner the committee promises a floor show which will at least equal, if not outdo, previous entertainments put on in connection with the holiday week frolic. Tickets will be priced at five dollars for members and seven dollars for guests, the same as usual. The committee will mail detailed announcements to members of the organization within the next ten days but it is suggested that the date be set aside now.

Members of the entertainment committee include William H. Adkins, Givaudan-Delawanna, Inc., in charge of ticket sale; Robert Wilson, Dow Chemical Company, in charge of hotel arrangements; R. J. Grant, Noil Chemical & Color Works, refreshments committee; H. B. Prior, H. B. Prior Company; Robert Quinn, The Mathieson Alkali Works, Inc., publicity; and Grant A. Dorland, chairman, in charge of entertainment and printing.

Osaki Shoten, Ltd., Protest Duty on Toilet Articles

In protest 229389-G, Osaki Shoten, Ltd., Honolulu, claimed that merchandise classified as toilet articles at 40 cents per pound and 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922 should be classified as prepared medicine dutiable at 25 per cent under paragraph 23.

Justice J. McClelland, in T. D. 13608, sustained the protest in accordance with the amended report of the appraiser.

Insecticide and Disinfectant Makers Meet in New York

THE annual convention of the Insecticide and Disinfectant Manufacturers Association was held at the Hotel McAlpin, December 8 to 10, and following an interesting three-day program, Dr. Robert C. White of the R. C. White Co., Philadelphia, was elected president for a second term. With him to serve during the coming year were chosen Evans E. A. Stone, William Peterman & Co., New York, first vice-president; E. B. Loveland, Stanco, Inc., New York, second vice-president; John Powell, John Powell & Co., New York, treasurer, and Harry W. Cole, Baird & McGuire, Holbrook, Mass., secretary.

The board of directors in addition to the above named officers will consist of W. J. Andree, Sinclair Refining Co.; C. C. Baird, Baird & McGuire; S. H. Bell, American Tar Products Co.; C. P. McCormick, McCormick & Co.; M. M. Marcuse, West Disinfectant Co.; Dr. C. H. Peet, Rohm & Haas; Peter Dougan, Merck & Co.; J. L. Brenn, Huntington Laboratories; H. W. Hamilton, American Tar Products Co., and F. A. Hoyt, Frederick Disinfectant Co.

The opening day was devoted to the reports of officers and standing committees and to two interesting addresses, one by W. R. M. Wharton, chief of the Eastern District, Food, Drug & Insecticide Administration, who spoke on "The Importance of Reading the Label" and one outlining the possibilities of the trade practice conference by H. R. Drackett, chairman of the executive committee of the Grocery Trade Practice Conference.

The second day was largely devoted to scientific reports and included much of interest to the chemist and technical man in the insecticide and disinfectant industry. One paper of particular interest to our readers was that of Dr. D. J. Bachrach, Clifton Chemical Co., Inc., who reported on the standardization of liquid soaps. The following is an abstract of this interesting paper.

An investigation conducted in collaboration with the Federal Specifications Board of the Bureau of Standards disclosed that there was no desire for the amendment of Specification No. 27 for liquid soap. Accordingly manufacturers should make these soaps to correspond with that specification and to contain not less than 17 per cent total solids. Work was also done on the use of thymolphthalein for testing liquid soaps and it was concluded that this material was valuable in supplementing the use of phenolphthalein in determinations of free alkali.

The annual banquet was held on Wednesday evening and the convention closed the following day with the election of officers as reported above, closing a most satisfactory convention.



DR. ROBERT C. WHITE

Decision on Bath Salts Reversed by Customs Court

IN an appeal from the United States Customs Court T. D. 43762, the United States appealed (T. D. 44360) from the judgment of that court's decision sustaining the protest of Thomas & Pierson against the classification of certain bath salts as toilet preparations under paragraph 62 of the Tariff Act of 1922 and held the merchandise dutiable under paragraph 5 of the same act. The case, No. 3337, United States v. Thomas & Pierson, was heard before Justice Graham, presiding, with Justices Bland, Hatfield, Garrett, and Lenroot as associates.

The importation in question was an Elizabeth Arden preparation, in the form of cubes and consisting of 95 per cent sodium carbonate and about 5 per cent sodium perborate. In the two exhibits there was a distinct odor of pine in the one and of rose in the other. The mixture contained no alcohol.

The appellee claimed the product to be a mixture of two chemical salts, and as such should be returned for duty under paragraph 5. The Government argued that the merchandise was a toilet preparation and properly dutiable under the provision "all preparations used as application to the hair, mouth, teeth, or skin," under the term "and other toilet preparations" in paragraph 62, and claimed it should be returned for duty at 75 per cent ad valorem under that paragraph.

Both parties agreed that the product was a mixture of two chemical salts, but the Government holding that it being used for a bath salt and for perfuming the bath came under the heading of a toilet preparation. The appellee claimed that due to the fact that it was a mixture of the two chemical salts and that it imparted an invigorating effect to the skin it should be classified under paragraph 6.

Justice Graham handed down the decision in favor of the Government, the associate judges concurring except Judge Garrett.

Protest of Geo. Borgfeldt & Co.

Geo. Borgfeldt & Co., New York, in protest 421666-G, claimed that a blown glass receptacle containing a down powder puff with a glass handle classified as manufacturers in chief value of down at 60 per cent ad valorem under paragraph 1419, Tariff Act of 1922, should be returned for duty at 55 per cent under paragraph 218 as manufactures in chief value of blown glass.

Justice J. Sullivan, in T. D. 13957, in accordance with stipulation of counsel held the powder puffs and boxes in question to be dutiable at 55 per cent under paragraph 218 as claimed.

Also in protest 434238-G and 440822-G the company claimed that glass containers filled with imitation perfumery and floral water classified at 75 per cent ad valorem under paragraph 62 should be dutiable at 55 per cent under paragraph 218.

In both cases, T. D.s 13965 and 13966, Justice J. Sullivan sustained the claims; the former in accordance with stipulation of counsel and on the authority of *Borgfeldt v. United States* (T. D. 43629); and the latter in accordance with the amended report of the appraiser and on the authority of Abstract 10721.

Registration of Toilet Goods in Argentina Decreed

ALL classes of toilet articles have been placed under the pharmacy law and regulations by Argentina in a recent decree and accordingly, they must now be analyzed, approved and registered by the National Department of Hygiene. The new decree which goes into effect January 3, 1931, places toilet goods in the same class as medicinal and pharmaceutical preparations.

January 3, 1931, has been set as the final date for the filing of applications for this purpose, but it is expected that this period may possibly be extended. After the required application for their registration has been submitted, toilet articles that are now on sale in Argentina may continue to be sold without restriction unless and until such time as they should be refused registration. It is assumed that after the expiration of the period for filing applications for registration no new products in this class will be permitted to be sold until they have been definitely approved and registered.

In applying for the registration of toilet articles six samples of each product are required. These must be in exactly the same form as that in which each product is or will be offered for sale at retail. Each product will be analyzed at a cost to the registrant of five paper pesos for each ingredient entering their composition. In addition to the samples, six complete sets of all the labels and printed matter accompanying the product must be submitted with the application. These must be in Spanish, but they may be accompanied by English translations.

Persons applying for the registration of foreign products must be provided with a power of attorney authorizing them to represent their respective principals before the Department of Hygiene. A specimen power of attorney that may be used for this purpose, together with a more detailed description of the registration procedure is included in the memorandum on the Argentine drug regulations that accompanied Foreign Trade Bulletin No. 74, released on October 7, 1929. Persons not having a copy of this memorandum may obtain one by application to the Division of foreign Tariffs of the Bureau of Foreign & Domestic Commerce in Washington, or from any District Office of the Bureau.

Coming Conventions

Association of American Soap and Glycerine Producers, Inc., New York, N. Y., January 14, 1931.

Third Annual American Beauty Trade Exposition, Book-Cadillac Hotel, Detroit, January 26 to 28.

International Convention, Hotel Pennsylvania, New York, N. Y., March 10-13, 1931.

Mid-West Beauty Trade Show, Sherman Hotel, Chicago, April 6, 7, 8, 1931.

Thirteenth Exposition of Chemical Industries, Grand Central Palace, New York City, week of May 4, 1931.

Flavoring Extract Manufacturers Association, Cleveland, Ohio, May, 1931.

Researches on Aldehydes. III.

Synthesis of Simple and of Substituted Alpha-Alkylcinnamic Aldehydes

by Marston Taylor Bogert and Garfield Powell¹

THE conspicuous success of alpha-amylcinnamic aldehyde as a perfume material, particularly in blends of jasmine type, was the reason for our undertaking a study of the synthesis and properties of both simple and substituted alkylcinnamic aldehydes, for the purpose of learning more about their chemistry and odors.

When this research was initiated, but few such aldehydes had been described, in addition to the amyl derivative. The alpha-methylcinnamic aldehyde had been prepared by von Miller and Kinkelin², as well as by others³, who referred to it as a bright yellow oil of agreeable cinnamon-like odor, but a search of the literature failed to reveal any others.

During the progress of our work, however, an I. G. Farbenind, patent⁴ appeared, which covered this field and described a number of new alpha-alkylcinnamic aldehydes, including several which we had already prepared. In this paper, therefore, we have recorded only those new aldehydes which are not specifically described in this patent.

The method used for the synthesis of these unsaturated aldehydes was of the usual Perkin synthesis type, and consisted in the condensation of a bensaldehyde with an aliphatic aldehyde containing a CH₂ adjacent to its aldehyde group: Ar.CH[O+H₂]C(R)CHO → Ar.CH:C(R)CHO, in which Ar represents a simple or substituted benzaldehyde and R an alkyl radical.

The aldehydes so prepared and described beyond, were colorless or pale yellowish oils or low-melting crystalline solids. Only those containing an unsubstituted benzaldehyde residue were markedly odorous. It is rather surprising that the condensation products from such fragrant aldehydes as anisic and piperonal should be less odorous than those from benzaldehyde.

When boiled with ammoniacal silver nitrate solutions, they reduced the silver nitrate, but usually without the formation of any silver mirror. They decolorized a carbon tetrachloride solution of bromine, without the evolution of hydrogen bromide, at laboratory temperature, although the discharge of color was not immediate but took from seconds to minutes.

In the case of bisulfite formation, the aldehydes in

¹Contribution from the Chemical Laboratories of Columbia University No. 638]

²Fritzsche Fellow for 1928-1929 at Columbia University. This investigation could not have been undertaken without the generous assistance of Mr. F. E. Watermeyer, President of Fritzsche Brothers, Inc., New York, the donor of the Fellowship.—M.T.B.

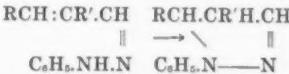
30 per cent to 50 per cent ether solutions were shaken with 4 to 7 volumes of saturated sodium bisulfite solution. Using this standard procedure, it was found that the alpha-methylated aldehydes all formed bisulfite compounds in less than a day, whereas those aldehydes which carried higher alkyls in the alpha position formed none in weeks, and this distinction was uninfluenced by the presence or absence of substituents on the benzene nucleus. This difference in behavior found application in the separation of some of these aldehydes from those

from which they were synthesized. It is important in such separations to adhere to the standard procedure as stated for, in the absence of solvent, it is possible to obtain a bisulfite compound from the alpha-ethylecinnamic aldehyde also, and it has been shown by others⁵ that the formation of bisulfite compounds from acroleins generally depends greatly upon the conditions under which the reaction is carried out.

A few of the aldehydes were condensed with acetone, and the reaction apparently followed the normal course, with the production of compounds analogous to mono- and di-benzylidene acetone, and which were crystalline, yellowish and odorless.

They all gave oximes and phenylhydrazones readily in the customary way and in good yields. The oximes could be distilled without decomposition under reduced pressure, while the phenylhydrazones gave the Knorr color test for pyrazoline formation.

Knorr⁶ and others⁷ have shown that hydrazones of this type can be rearranged to pyrazolines as follows:



The best conditions for this test were found to be refluxing of an acetic acid solution of the hydrazone, followed by the addition of a few drops of concentrated sulfuric acid, and then a drop or two of potassium

²(a) Von Miller and Kinkelin, *Ber.*, XIX, 526 (1886);
(b) M. Scholtz, *Ber.*, XXXII, 1937 (1899);
(c) Hackhofer, *Monatsh.*, XXII, 103 (1901);
(d) Ott, *Houben-Weyl, Methoden der org. Chemie*, 2nd ed., Leipzig, 1928, p. 499.

³I. G. Farbenind, A.-G., *Brit. Pat.* 284, 458, Oct. 19, 1927; C. A., XXII, 4725 (1928).

⁴(a) Perkin, *Ber.* XV, 2804 (1882);
(b) Raupensrautsch, *Monatsh.*, [8], CXII (1887);
(c) Bauer, *Monatsh.*, XXV, 7 (1904);

⁵(d) Sommelet, *Ann. chtm. phys.* [8], XIX, 563 (1906).

⁶(a) Knorr, *Ber.* XXVI, 100 (1893);
(b) Trener, *Monatsh.*, XXI, 11, 20, (1900);
(c) Auwers and Voss, *Ber.*, XLII, 4417 (1909);



COL. BOGERT



DR. POWELL

dichromate, ferric chloride or sodium nitrate solution, when the characteristic color would appear promptly.

Experimental Part

The condensation of the initial aldehydes, for the production of the cinnamic aldehydes, was accomplished by one or both of the following processes, which are designated as Process A and Process B in what follows.

Process A.—This is the older method^{2a}. It consists in the use of weakly alkaline dilute alcoholic solutions of the two aldehydes, which are allowed to interact for days or weeks before the reaction is regarded as complete. Even then, the yields are usually poor. After considerable study of the various factors involved, we succeeded in improving the process somewhat, and its application is illustrated in the preparation of the alpha-piperonylidene propionic aldehyde described below.

Process B.—This is the process of the I. G. Farbenind. patent³, and was employed in most of our later work. Instead of using dilute solutions for the condensation of the initial aldehydes, the reaction is carried out in the presence of an alkali, in alcoholic solution and with little or no water at all. The advantages are a much more rapid reaction, increased yields, decreased formation of by-products, and ready recovery of uncondensed initial aromatic aldehyde. It is exemplified in the preparation of alpha-ethyl-para-methylicinnamic, alpha-piperonylidene enanthic, and others of the aldehydes recorded in the following pages.

Upon the completion of the condensation, irrespective of whether process A or process B had been employed, the mixture was acidified with acetic acid, diluted, extracted with benzene, the benzene extracts dried, the solvent evaporated, the residue distilled under reduced pressure in an atmosphere of nitrogen, and the appropriate fraction rectified also under diminished pressure in nitrogen.

Alpha-ethylcinnamic aldehyde, $C_6H_5CH: C(C_2H_5)CHO$, as prepared by process B, from benzaldehyde and *n*-butyric aldehyde, b_{10} 124° to 126° and possessed an agreeable sweet odor. It is described in the I. G. Farbenind. patent³, where its b_{10} is given as 132° to 134°. Under our standard conditions, it formed no bisulfite compound.

Di-(alpha-ethylcinnamylidene) acetone, $[C_6H_5CH:C(C_2H_5)_2CH:CO]$.—When the alpha-ethylcinnamic aldehyde was digested for ten minutes with a slight excess of acetone, in a 2% alcoholic potassium hydroxide solution, and the solution then precipitated by dilution with water, a yellow solid was obtained, which separated from alcohol in odorless crystals, m. p. 104° to 105° (corr.), whose analysis showed that two moles of the aldehyde had condensed with one of the acetone.

Anal. Calcd. for $C_{25}H_{30}O$: C, 87.7; H, 7.66. Found: C, 87.8; H, 7.76.

Alpha-para-dimethylcinnamic aldehyde, $para-C_6H_4C_6H_3(CH_3)_2CHO$ was prepared by the interaction of 82 g. of para-tolualdehyde, 6 g. of potassium hydroxide, 180 cc. of absolute alcohol and 39 cc. of propionaldehyde, for 4½ hours at about 0°, followed by 15 minutes at laboratory temperature. Distillation

of the crude aldehyde in nitrogen yielded a fraction b_{10} 128.5° to 130.5°; yield, 45 g. It was a pale yellowish oil, which congealed to a low-melting solid, with a faint odor recalling that of para-tolualdehyde, and formed a sodium bisulfite compound.

Anal. Calcd. for $C_{11}H_{12}O$: C, 82.45; H, 7.56. Found: C, 82.22; H, 7.49.

Alpha-ethyl-para-methylcinnamic aldehyde, $para-C_6H_4C_6H_3CH: C(C_2H_5)CHO$, from 115 g. of para-tolualdehyde, 9 g. of KOH, 270 cc. of 95% alcohol and 55 cc. of *n*-butyraldehyde, for 4 hours at 18°, gave a crude product which b_{10} 130° to 144° (in nitrogen) and when rectified gave a fraction b_{10} 137.5°, as a pale yellowish oil, which congealed to a low-melting solid; yield, 80 g.

Anal. Calcd. for $C_{12}H_{14}O$: C, 82.71; H, 8.09. Found: C, 82.62; H, 8.22.

It decolorized in a few seconds both dilute potassium permanganate solution and a carbon tetrachloride solution of bromine. Its odor was very faint but sweet, resembling somewhat that of *alpha*-ethylcinnamic aldehyde itself.

Alpha-o-anisalpropionaldehyde (ortho-methoxy-alpha-methylcinnamic aldehyde), $ortho-C_6H_4OC_6H_3CH:C(CH_3)CHO$.—To a solution of 10 g. of potassium hydroxide in 240 g. of 97.5% alcohol, there was added 150 g. of *ortho*-anisaldehyde. The temperature of the solution was kept at about 5° and in the course of 6½ hours 60 g. of propionaldehyde was stirred in, a drop at a time. After standing for half an hour at laboratory temperature (15°), the reaction product was worked up as in the other cases (see piperonylidene propionaldehyde). The crude product was distilled in nitrogen and the fraction b_{5-7} 133°-145° collected; yield, 80%. There was but little residue. For analysis, a re-distilled product, b_{10} 128°, was used.

Anal. Calcd. for $C_{11}H_{12}O_2$: C, 74.96; H, 6.87. Found: C, 75.05; H, 7.03.

The compound was a pale yellowish oil, whose very faint odor recalled more that of *ortho*-anisaldehyde than of cinnamic aldehyde. Under our stated conditions, it formed a sodium bisulfite compound.

Alpha-ortho-anisalbutyraldehyde (ortho-methoxy-alpha-ethylcinnamic aldehyde), $o-C_6H_4O-C_6H_3CH: C(C_2H_5)CHO$, was prepared in the same way as the immediately preceding compound, using 250 g. of *ortho*-anisaldehyde, 16.6 g. of potassium hydroxide, 500 cc. of 99% alcohol and 120 cc. of *n*-butyraldehyde. The crude product was distilled in nitrogen and the fraction b_{10} 125° to 140° redistilled, collecting the portion b_{10} 131° to 133°, which congealed to a colorless crystalline mass as it cooled, m.p. 48.2° to 48.7° (uncorr.), b_{10} 140° to 141°, which was recrystallized from alcohol. It was odorless and gave no sodium bisulfite compound.

Anal. Calcd. for $C_{12}H_{14}O_2$: C, 75.74; H, 7.52. Found: C, 75.5; H, 7.59.

Alpha-para-anisalpropionaldehyde (para-methoxy-alpha-methylcinnamic aldehyde), $para-C_6H_4OC_6H_3CH: C(CH_3)CHO$, was obtained from *p*-anisic aldehyde (45 g.) and propionic aldehyde (two moles), by process A, and it required 120 hours to complete the reaction. The fraction (20 g.), b_{10} 160° to 165°, was redistilled and the portion b_{10} about 162° was collected separately and again distilled, when 18 g. of odorless pale yellow-

^a (a) Von Miller and Rohde, *Ber.*, XXII, 1838 (1889);
(b) Von Buttlar, *Ann.*, CCCLXXXIII, 230 (1911).

ish oil was obtained, b_5 172° to 174°, which refused to solidify in a freezing mixture.

Anal. Calcd. for $C_{11}H_{12}O_2$: C, 74.96; H, 6.87. Found: C, 74.81; H, 6.97.

Under our stated conditions, it formed a bisulfite compound.

Oxime.—Long shining colorless needles, from 60% alcohol, m.p. 126° to 129° (uncorr.).

Phenylhydrazone.—Gave a positive reaction for the Knorr pyrazoline test.

Acetone Condensation.—Condensed with acetone, in the presence of caustic alkali, the aldehyde yielded an odorless crystalline product which was not further investigated.

Alpha-para-anisalbutyraldehyde (para-methoxy-alpha-ethylcinnamic aldehyde), para- $CH_3OC_6H_4CH$: C(C_2H_5)CHO, prepared by process B, from *para*-anisic aldehyde and *n*-butyraldehyde, b_5 134° to 136°, and was practically odorless. It is described in the I. G. Farbenind. patent³, which gives its b_5 169° to 172°.

Under our standard conditions, it formed no sodium bisulfite compound.

Piperonylidene acetaldehyde ("piperonylacrolein," 3,4-methylenedioxy-cinnamic aldehyde), (CH_2O_2) [3,4] $C_6H_5CH:CHCHO$, was prepared as described by Ladenburg and Scholtz⁴, from piperonal and acetic aldehyde in aqueous solution, using a 10% caustic soda solution as condensing agent. Its odor has been described as weakly aromatic.

Alpha-piperonylidene propionaldehyde, (CH₂O₂) [3,4] C₆H₅CH: C(CH₃)CHO.—A solution of 40 g. of piperonal in 1800 cc. of water and 400 cc. of 95% alcohol was kept at a temperature of 65° to 72° while two moles (about 36 cc.) of propionic aldehyde was added, 23 cc. at the beginning of the experiment and the remainder in 3 cc. portions at uniform intervals during the next 60 hours, the alkalinity of the solution being maintained by suitable additions of the dilute (10%) caustic soda. During the daytime the temperature of the mixture was kept at 65° to 72°. It was stirred continuously and its alkalinity was tested hourly. Whenever neutrality was indicated, 1 cc. of the dilute caustic was added. At the close of the day, 2 cc. of the dilute alkali was added and the mixture left over night at laboratory temperature, the stirring and neutrality testing being resumed the following morning.

After the reaction had continued for about 73 hours, the mixture was allowed to cool, made acid with acetic acid, diluted with water, extracted with benzene, the extract dried, the solvent removed, and the residue distilled at 4 mm. in an atmosphere of nitrogen. A small quantity of unchanged piperonal was collected at 100° to 130°. The fraction which boiled at 140° to 160° solidified as it cooled, and crystallized from petroleum ether in pale cream-colored lustrous crystals, m.p. 65.5° to 66.5° (uncorr.), b_5 150° to 155°; yield, about 15 g.

³Confusion has arisen in the nomenclature of piperonal derivatives from difference in the use of the word "piperonyl". In many German textbooks (e.g. Meyer-Jacobson, Richter, et al.), it is employed for the radical $(CH_2O_2)C_6H_4-$; whereas CHEMICAL ABSTRACTS uses it to indicate the radical $(CH_2O_2)C_6H_5CH-$. In the present paper the usage of CHEMICAL ABSTRACTS is followed, and $(CH_2O_2)C_6H_5CH$ is designated "piperonylidene"; although CHEMICAL ABSTRACTS is not entirely consistent in its usages in this field, for it names $CH_2OC_6H_4-$ — anisyl, $CH_2O(HO)C_6H_5CH_2-$ — vanillyl, $CH_2OC_6H_5CH-$ anisal, and $CH_2O(HO)C_6H_5CH$ — vanillal.—M.T.B.

⁴Ladenburg and Scholtz, Ber., XXVII, 2958 (1894).

Anal. Calcd. for $C_{11}H_{10}O_2$: C, 69.44; H, 5.30. Found: C, 69.43; H, 5.25.

It formed a sodium bisulfite compound, gradually decolorized a carbon tetrachloride solution of bromine, and had a very faint odor.

Oxime.—Colorless crystals, from alcohol, m.p. 124° to 125° (uncorr.).

Phenylhydrazone.—Yellow crystals, from absolute alcohol, m.p. 121° to 123° (uncorr.). Dissolved in acetic acid, with or without the addition of a small amount of concentrated sulfuric acid, this hydrazone failed to give the Knorr pyrazoline color reaction with either sodium nitrite, ferric chloride or potassium dichromate; but when an acetic acid solution of the hydrazone was refluxed for ten minutes or longer, then cooled and a drop of concentrated sulfuric acid added, the color reaction was obtained with all three of these oxidizing agents.

Alpha-piperonylidene butyraldehyde, (CH₂O₂) [3,4] C₆H₅CH: C(C₂H₅)CHO. was prepared in a similar manner to the last, from piperonal (one mole) and *n*-butyraldehyde (two moles), the reaction being continued for 50 hours. The crude product was distilled in an atmosphere of nitrogen, as usual, and the fraction b_5 160° to 170° was redistilled and the portion b_5 160° to 165° collected. This solidified as it cooled and was crystallized from petroleum ether containing some benzene. Odorless pale yellowish crystals were obtained, m.p. 56° to 57° (uncorr.), b_5 155° to 160°; yield, 25%, calculated to the piperonal.

When process B was used, instead of the above process A, the yield was increased to 50 per cent, using equal moles of the two aldehydes.

It gave no mirror with ammoniacal silver nitrate solution, decolorized a carbon tetrachloride solution of bromine gradually, and separated no bisulfite compound under our standard conditions.

Anal. Calcd. for $C_{12}H_{12}O_2$: C, 70.55; H, 5.93. Found: C, 69.95; H, 5.79.

Oxime.—Colorless lustrous soft plates, from 60% alcohol, m.p. 141° to 143° (uncorr.). On standing two days, part of the time in an evacuated dessicator, it gradually turned yellow.

Phenylhydrazone.—Glistening long pale yellowish needles, from 60% alcohol, m.p. 118° to 120° (uncorr.).

Anal. Calcd. for $C_{13}H_{10}O_2N$: C, 73.43; H, 6.17. Found: C, 72.77; H, 6.08. This product gave the Knorr pyrazoline color test readily.

Alpha-piperonylidene enanthaldehyde, (CH₂O₂) [3,4] C₆H₅CH: C(C₆H₅)CHO.—To a solution of 5 g. of potassium hydroxide in 125 g. or 95% alcohol, 75 g. of piperonal was added. When the latter had dissolved, the solution was maintained at a temperature of about 10° and stirred continuously while a total of 50 g. of enanthic aldehyde was added drop by drop in the course of 4.5 hours. After standing for a further half hour, the mixture was acidified with acetic acid, thrown into water, extracted with benzene, the extract washed with a little sodium carbonate solution, then with water, dried, the solvent removed and the residue distilled under diminished pressure in an atmosphere of nitrogen. The fraction b_5 170° to 180° was rectified and a thick yellow oil collected at b_5 near 170°, which did not solidify in a freezing mixture; yield, over 30 g.

(Continued on Page 620)

Creger Wins Strasska Ownership Suit

Henry N. Creger has won his suit against Leonard Abrahams over the ownership and control of Strasska Laboratories, Los Angeles, manufacturers of Strasska's tooth paste. Mr. Creger sued Mr. Abrahams about a year ago charging breach of contract and other acts alleged to be detrimental to Creger's interests during a time when he was necessarily absent from business on account of illness. An account of the suit appeared on page 601 of the December, 1929, issue.

Mr. Creger has secured a judgment against Abrahams and has been reinstated as president of the organization.

Credit Group Meets in New York

The regular monthly forum meeting of the New York Chapter of the National Institute of Credit was held December 11, in the Oak room of the Hotel Martinique.

The subject for discussion was "How Should the Credit Man Handle the Embarrassed Debtor," and this subject was discussed from four different viewpoints by the following well-known credit men: Joseph Rubanow, Manufacturers Trust Company; George Henderson, Amory, Bowne & Company; Harry J. Delaney, Morton Meinhard & Company, and Edwin T. Dugan, H. R. Mallinson Silk Company.

All the speakers are former officers of the New York Chapter and are actively interested in its progress. Credit men of the Metropolitan district were invited to attend this series of meetings.

Protest Duty on Soap

Standard Chemical Products, Inc., New York, in protest 365141-G, etc., claims that soap invoiced as industrial soap, classified at 36 per cent ad valorem under paragraph 56 of the Tariff Act of 1922, should be dutiable as soap not specially provided for at 15 per cent under paragraph 82.

Justice J. McClelland, in T. D. 13399, sustained the claim on the authority of Standard Chemical Products *v.* United States (T. D. 43590) and upon the testimony which showed that the commodity in question was used solely as a soap for cleansing and removing impurities from fabrics preliminary to dyeing and that fabrics thus cleansed form a better groundwork for subsequent dyeing, and that a large percentage of fabrics thus treated were not actually dyed.

Temporary Receiver for Jean Stuart Cosmetics, Inc.

An application for the appointment of a temporary receiver of the property and assets of Jean Stuart Cosmetics, Inc. was presented to the Superior Court, New Haven County, Conn. on November 24th. It appeared that the allegations of the complaint (David F. Fitzgerald *vs.* Jean Stuart Cosmetics, Inc.) are true and therefore a temporary receiver should be appointed without notice.

Stanley Dunn of New Haven, Conn. was appointed in \$5,000 bonds with instructions to report as expeditiously as possible the conditions of the affairs of the said corporation.

Superior Products Secures Alcohol Permit

Federal Judge Runyon on November 17th directed prohibition authorities to allow the Superior Products Corporation of Linden, N. J., to withdraw the necessary amount of alcohol to manufacture toilet articles. The corporation's permit had been revoked October 16th after a hearing by the prohibition department.

Ralph E. Lum, counsel for the company, told the court that "the prohibition department took its great, expensive sleuthing staff in an attempt to build up a weak case in which there is no evidence of a violation." Richard H. Woolsey of Philadelphia appeared for the government.

The charge consisted of an accusation that the company failed to manufacture a toilet preparation in accordance with a formula furnished the government.

Beauty Culturists Boston Meeting

The sixth annual "Hair Pageant" and ball of the American Society of Beauty Culturists was held in the Copley Plaza Hotel, in Boston, Tuesday evening, November 18th, 1930. More than two hundred models participated in the style show and competitions.

Hairdressers and beauty culturists from the New England States filled the grand ball rooms to capacity. There were finger waves, marcel waves, bob style, historic coiffures, novelty hairdresses, white hair reviews and other creations to bespeak the mode of the moment. An unusual feature presentation was given by the faculty of the Boston Wilfred Academy in a group of models which represented the National hair styles for 1931, newly adopted by the National Hairdressers Convention in Washington last September.

Protest on Perfumery Bottles

Butler Bros., New York, in protest 424724-G, claim that small articles in the form of umbrellas, composed of blown and decorated glass and containing so-called perfumery, classified at 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922, should be returned for duty at 55 per cent under paragraph 218.

Justice J. Sullivan, in T.D. 14008, upheld the claim.

Researches on Aldehydes

(Continued from Page 619)

The sample used for analysis b. 165°-167°.

Anal. Calcd. for $C_{15}H_{18}O_5$: C, 73.13; H, 7.37. Found: C, 72.90; H, 7.32.

The product was practically odorless, n_D^{20} = 1.58587, and gave no sodium bisulfite compound, under the stated conditions.

Phenylhydrazone.—Yellow crystals, m.p. 85° to 87° (uncorr.). Gave the Knorr pyrazoline rearrangement test.

Summary

1. A number of new *alpha*-alkyleinnamic aldehydes have been synthesized by condensing benzaldehydes with aliphatic aldehydes in the presence of alkali.

2. The odors, physical and chemical properties of these new aldehydes are recorded, as well as their oximes, their phenylhydrazones, and some acetone condensation products.

Bulgarian Otto of Rose*

by Dr. Ernest S. Guenther, Chief Research Chemist,

Fritzsche Brothers, Inc., New York

and Robert Garnier, I.C.P., Charles Garnier & Fils, Paris

MUCH research work has been done during the last sixty years on the isolation and identification of the constituents of oil of rose. It is not our intention to repeat in these pages what can be found in modern textbooks. A mere enumeration of the principal constituents of otto of rose which have already been identified will be sufficient for our purpose. The following products together with their method of isolation and identification may easily be found in books and magazine articles pertaining to the subject. However, for further details we refer particularly to the excellent and thorough third (new) edition of Gildemeister and Hoffmann, *The Volatile Oils*, Volume II.

Citronellol (main constituent)

Geraniol

Nerol

Linalool

Esters of these Terpene Alcohols

Phenylethyl Alcohol

Eugenol

Farnesol

Citronellal

Citral

Nonyl Aldehyde

Stearoptens

We shall therefore confine ourselves to observations and facts which are not dealt with in other works and which are the results of our own experiments.

With the view of determining the difference of the constants of direct fire and steam distilled oils, we carried out, in 1929, in Kara Sarli a series of exact comparative experiments, working under identical conditions and using for both methods of distillation flower material of identical origin.

	Spec. Grav. 25° C	Opt. Rot.	Cong. Point	Refr. Ind. 20° C	Total Ester %	Total Geraniol %
Direct Fire Distillation	0.863	-3° 50'	+19.8° C	1.4588	3.5%	69.1%
Steam Distillation	0.858	-4° 28'	+22.2° C	1.4610	3.3%	67.2%

The difference is not very marked, especially in consideration of the grade of precision of some of the analytical methods. As to odor—the steam distilled oil was decidedly superior.

An oil distilled with steam under similar conditions from white roses showed the following constants:



DR. E. S. GUENTHER

	Spec. Grav. 25° C	Opt. Rot.	Cong. Point	Refr. Ind. 25° C	Ester %	Total Geraniol %
Oil of white roses ...	0.8516	-3° 42'		+22°	1.4569	3.57% 53.35%



ROBERT GARNIER

We repeated our experiments along these lines in 1930, comparing farmer oil as distilled in old fashioned migratory direct fire stills, direct fire distilled oil as distilled in large industrial direct fire stills, steam distilled oils originating from "fixed stills" of regular shape and finally oil as distilled in "Rotating (Garnier) Apparatus."

The properties of these four oils as found in our experiments are given in the table below¹:

	Farmer Oil	Direct Fire Distilled in Industr. Appar.	Steam Distilled in Regular Fixed Appar.	Steam Distilled in Rot. Appar.
Spec. Grav. 30°	0.8550	0.8531	0.8575	0.8580
15°				
Opt. Rotat... -2° 26'		-4° 5'	-3° 10'	-3° 51'
Refr. Ind....				
D ₂₅ ... 1.46211	1.45902	1.46012	1.46191	
Cong. Point... +20.1°	+19.9°	+18°	+16.8°	
Acid Value... 1.9	0.9	0.9	1.9	
Ester Value... 7.5	8.4	9.3	11.2	

After shaking out with water (ethyl alcohol test), the oils showed the following properties:

	Farmer Oil	Direct Fire Distilled in Industr. Appar.	Steam Distilled in Regular Fixed Appar.	Steam Distilled in Rot. Appar.
Spec. Grav. 30°	0.8543	0.8526	0.8573	0.8582
15°				
Refr. Ind. D ₂₅ ... 1.46201	1.46022	1.46221	1.46310	
Cong. point... +20.1°	+19.5°	+17.3°	+16.2°	
Ester value after acetylation .. 210.9	218.4	226.8	229.6	
Total geraniol % ... 68.9%	71.8%	75.1%	76.3%	

The low congealing point of the oil distilled in the "Rotating Apparatus" is interesting, proving that this oil has a lower content of stearoptene. It shows a higher alcohol content than all of the other oils.

We shall also give a few indications of the difference of constants of "Direct Oil" and "Water Oil," although strict standards can not be set up because quantities of oil distilled over as "Direct Oil" and as "Water Oil" are ever varying. Below are the results of comparative experiments carried out last year in Kara Sarli:

¹ Analysis through the courtesy of Dr. Wiegand of Schimmel & Co.

* Continued from our November issue.

DIRECT FIRE STILLS, INDUSTRIAL APPARATUS						
	Spec. Grav. 25° C	Opt. Rot.	Cong. Point	Refr. Ind.	Acid. Val.	Total Alcohol %
"Direct Oil" ..	0.8420	-6° 12'	+22°	1.4568	1.86	6.67 45
"Water Oil" ..	0.8687	-3° 15'	+14.5°	1.4571	0.87	2.78 67.43
STEAM STILLS IN REGULAR FIXED APPARATUS						
"Direct Oil" ..	0.8300	-5° 33'	+23.8°	1.4543	2.34	6.04 31.85
"Water Oil" ..	0.8680	-3° 58'	+14.6°	1.4618	1.87	3.43 67

From these figures we can conclude that in both cases, direct fire and steam distillation, the "Direct Oil" has a higher optical rotation, congealing point, acid value, and ester value, but lower specific gravity, and lower total alcohol content than the corresponding "Water Oil."

In another series of experiments, we tried to find out what influence partial fermentation of the flower material has upon the quality of oil. The distillers, during the height of the season, are often confronted with the necessity of storing the huge quantities of incoming flowers for a day or even two before they can be worked up.

We steam distilled fresh roses, rose flowers after 12 to 15 hours of storage and rose flowers after having kept the material moistened and enclosed in extractors for a period of two days at a temperature of 36° C.

Below are the results obtained.

	Spec. Grav. 30° C	Opt. Rot.	Cong. Point	Ester %	Total Al- cohol %	Com- bi- ned Al- cohol %	Free Al- cohol %
Fresh roses	0.8359	-2.8°	+24° C	1.22	52.86	0.96	51.89
Roses after 15 hrs. storage ..	0.8439	-2.8°	+23° C	5.74	52.86	4.51	48.35
Roses after 2 days' storage, at 36° C, moistened and enclosed ..	0.893	-2°	+22.5° C	46.80	70.65	36.38	34.27

These figures obtained show an increase of the specific gravity with progressing fermentation, decrease in congealing point, and a very marked change in the content of ester and alcohol. The remarkable increase in ester content is mainly due to formation of esters of phenylethyl alcohol, particularly its acetate. Further research work in this direction will be valuable and interesting, especially in connection with the theory of the occurrence or formation of phenylethyl alcohol in the rose flowers.

A problem of great interest, scientifically as well as technically and subject of a number of valuable publications, has been the question of the difference in the constituents of distilled oil of rose and the so called concrete or absolute of rose which is obtained by extracting rose flowers with volatile solvents.

There is a very marked difference between the distilled and the extracted product, the latter rendering to a much higher degree the true odor of the rose flower. It seems that during distillation some very valuable and most characteristic constituents of the natural rose perfume are destroyed or lost.

H. Walbaum and H. v. Soden, simultaneously and independently of each other were able to show in a number of investigations, that this difference is due mainly to the variance in the content of phenylethyl

alcohol as occurring in the distilled otto of rose and the extracted concrete of rose.

While distilled otto of rose contains only a few percent of phenylethyl alcohol,¹ the extracted product was found to contain up to 50% and even more phenylethyl alcohol.² A high content of phenylethyl alcohol, amounting up to 46.5%, was also found to be present in the French "Absolue de Maceration de Rose" as obtained by the old fashioned way of macerating (extracting with hot fat) rose leaves, washing out of the saturated fat with alcohol and concentrating of the alcoholic "Extrait de Rose."³

It was logical to assume that this phenylethyl alcohol missing or "lost" in case of distillation was dissolved in the distillation water. The easy solubility of phenylethyl alcohol in water justified this belief. In fact, H. v. Soden and W. Rojahn⁴ found about 35% phenylethyl alcohol in oil of rosewater as obtained by extracting rose distillation water several times with petrol ether.

Our own experiments along these lines gave rose-water oils of the following properties:

Spec. Grav. 25° C	Opt. Rot.	Cong. Point	Refr. Ind.	Acid Value	Ester %	Total Alcohol %
0.8993	-1° 30'	+8.6° C jelly like no crystals	1.4786	3.25	1.63	70.9

H. Walbaum questioned⁵ whether the higher content of phenylethyl alcohol in rose extract as compared with its occurrence in distilled otto of rose is merely due to the greater efficiency of the solvent in retaining all the constituents of the natural flower perfume or whether, perhaps, phenylethyl alcohol is formed subsequently, in a secondary plant physiological process of perhaps glucoside splitting, such as for instance occurs during the enflleurage process of jasmin flowers.

This doubt was answered by H. v. Soden and W. Rojahn⁶ who proved that upon redistillation of the rose distillation waters, considerable amounts of phenylethyl alcohol remained dissolved in the residuary waters in the stills. With the assumption that during the distillation process phenylethyl alcohol is "lost" in the residual waters of the redistillation of the rose waters, the question seemed settled in literature.

Yet this explanation is not sufficient, at least not in the sense indicated above. Without doubt, phenylethyl alcohol occurs in the distilled otto of rose only to a very small percentage; it cannot, however, just be lost in the residual waters of the redistillation of rose waters because, as we have seen in our description of the proper distillation process, these residuary waters of the redistillation of the rose waters are returned into the proper distillation process and therefore worked up again and again.

In order to make this clearer we give on the opposite page a graphic description of the course of the distillation process of otto of rose, as it is generally carried out in Bulgaria.

The various phases of the distillation process of

¹H. v. Soden and W. Rojahn, *Berichte der Deutschen Chemischen Gesellschaft*, 1900, p. 1720.

²H. Walbaum, *Berichte der Deutschen Chemischen Gesellschaft*, 1900, pp. 1900, 1903, 2299.

³H. v. Soden and W. Rojahn, *op. cit.*, p. 3063.

⁴H. v. Soden and W. Rojahn, *op. cit.*, p. 1720.

⁵H. Walbaum, *op. cit.*, p. 2302.

⁶Vid. note 1.

and the
new per-
product
phenyl-
alcohol,
present
as ob-
ing (ex-
of the
of the

ylethyl
was dis-
bility of
ef. In
at 35%
ined by
es with

e rose-

Total
Alcohol
%
70.9

content
mpared
merely
aining
ime or
d sub-
process
stance
owers.
nd W.
the rose
phenyl-
iduary
during
"lost"
the rose
e.

not in
ylethyl
a very
lost in
waters
of the
ers of
d into
worked

oppo-
of the
generally

cess of
Chem-
Gesell-

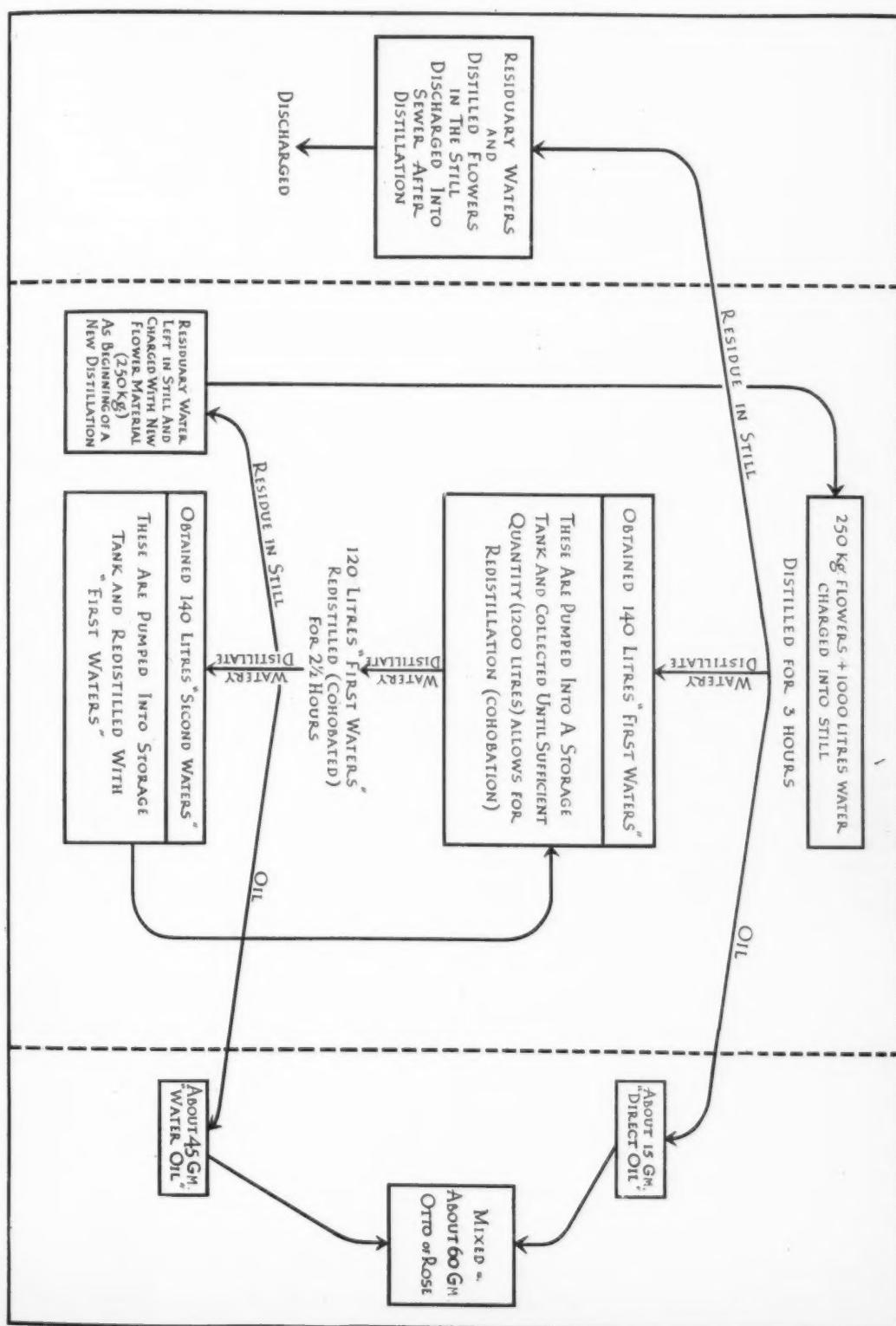


DIAGRAM SHOWING DISTILLATION OF OTTO OF ROSE

otto of rose as described within the center section included between the dotted lines represent an absolutely closed cycle; in other words, the distillation waters collected on the occasion of each distillation and redistillation as well as the residual waters of the redistillation of the rose waters are not thrown away but are systematically returned into the process or used again for distillation of a new flower charge, and therefore none of their constituents can be lost.

There are only two products eliminated in the whole course of rose distillation:

In the right section (i.e. on the extreme right of the dotted lines) the proper otto of rose as it is collected after distillation and in the left section (i.e. on the extreme left of the dotted lines) the *residual waters of a fresh flower charge* together with the exhausted flowers left in the stills after distillation.

These residual waters of a new flower charge and the exhausted flowers are regularly discarded after distillation is over. From the vapors of this very unpleasant looking hot mass a skilled nose can easily detect the plain odor of phenylethyl alcohol.

Mere logical reflection, as described above, leads one to the conclusion that phenylethyl alcohol and some other constituents present in the extracted concrete of rose but missing in the distilled otto must be contained in these residual waters of a new flower charge and are together with them systematically and continuously discarded and therefore lost.

In order to prove our contention we carried out experiments along these lines last year and this year in Kara Sarli, and submitted these residual waters—after cooling and filtering them from the exhausted flowers—to extraction with volatile solvents.

To our very great surprise and satisfaction, we obtained a product of fine and very strong odor, resembling very much the extracted concrete of rose. It seemed as if we should have found those parts of the natural rose perfume present in the extracted concrete but missing in the distilled otto of rose.

On our return from Bulgaria, after the rose campaign of 1930, we stopped in Miltitz and submitted a sample of this extract to our esteemed friend, Dr. H. Walbaum, senior chemist of Schimmel & Company. He and Dr. A. Rosenthal examined the product.

Thirty grams of the extract, after addition of some sodium chloride, were submitted to steam distillation. The distillate weighing 2 kilos was salted out with sodium chloride and extracted with ether. The ether layer was drawn off and in order to separate the phenols, three times shaken out with 3% solution of caustic soda. In order to remove any dissolved phenylethyl alcohol, the caustic soda layer was once more extracted with ether and subsequently acidulated with diluted sulphuric acid. The phenols thus separated amounted to 0.88 gram. They showed strong odor of eugenol.

In order to identify eugenol, the phenols were heated on the steam bath with an excess of benzoyl chloride and after cooling, shaken with a 15% solution of caustic soda. The benzoyl compound remained liquid. Therefore, after a few days, it was again saponified, the acidulated saponification lye extracted with ether and the ether layer shaken out with a solution of soda in order to remove the benzoic acid. The amount of

phenols isolated with a 3% solution of caustic soda was 0.2 gram. They were for a short time heated on the steam bath with an equal amount of phenyl iso-cyanate. After cooling, a solid mass of crystals resulted. After recrystallization in petrol ether, the crystals showed a melting point of 95-96° C. Mixed with the phenyl urethan or eugenol (melting point 95.5-96° C.) the melting point did not change. Thus the phenol in question was identified as *eugenol*.

The oil liberated from eugenol weighed 11.32 grams. It had the following constants:

$$d_{15}^{\circ} : 1.0082$$

$$a_D : \pm 0^{\circ}$$

$$n_D^{20} : 1.52438$$

Subjected to distillation in *vacuo* at 4.5 mm. the oil distilled almost completely at 85° C. The constants of this distillate were:

$$d_{15}^{\circ} : 1.0177$$

$$n_D^{20} : 1.53046$$

As is already revealed from the constants, the oil consisted of almost pure phenylethyl alcohol. It had a honey like odor which was probably caused by traces of phenylacetic aldehyde and phenylacetic acid. Oxidation of a part of the oil with chromic acid mixture caused an odor of phenylacetic aldehyde. 1.5 grams oil were heated on the steam bath for a short while with phenyl iso-cyanate. After cooling a solid crystal cake resulted. After crystallization in petrol ether the crystals showed a melting point of 80-81° C. A mixture of the crystals thus obtained, with the phenyl urethan of phenylethyl alcohol (melting point 80-81°C.) did not change this melting point.

Thus our oil in question consists to the greatest part of phenylethyl alcohol. Geraniol and citronellol could not be identified, not even by mere odor. The optical inactivity of our oil also testifies against the presence of these last named terpene alcohols.

Our investigation thus proves that the compounds which form most important constituents of rose concretes and rose absolutes (as obtained by extracting rose flowers with volatile solvents) are, in the case of distillation of rose flowers, lost in the residual waters which remain in the stills after distillation of a flower charge is over and are discarded. As characteristic compounds we isolated from these residual waters phenylethyl alcohol and eugenol. Therefore for many years since the beginning of the rose distillation, important constituents of the rose flower perfume have been wasted in large quantities.

It is only unfortunate that extraction of these residual waters with volatile solvents encounters great difficulties, especially in its adoption on a large technical scale. The residual waters ferment easily and in this case yield upon extraction only disagreeable products. Through the albuminous matter present, the residual waters form intensive emulsions with the solvent which are exceedingly hard to break. From the theoretical point of view, however, the question is very interesting and might lead to other important results. It could be assumed that phenylethyl alcohol forms hydrates in these residual waters which prevent distilling over of most of the phenylethyl alcohol.

Our experiments along these lines will be continued next year on a larger scale.



Recent expansion and enlargement of the plant of the Avon Products Company, at Avon, Wash., has extended the soap products into the realm of kelp articles, such as special sea hair-tonics and shampoos with their high content of iodine. Established a short time ago by J. W. Hall, the Avon plant has won large distribution through retail stores for its "Joy Suds," that it has featured. Recently enlargement of the factory has provided for a new line of allied articles and products based on the new interest that kelp provides.

Mr. Hall in commenting recently on the value of kelp in its newly discovered hair tonic and shampoo uses pointed out that the iodine in the sea water, such as is harbored in kelp, may have a beneficent effect on scalp and hair.

Widening the scope of its production, the Avon company has also widened its distributor and customer list. Popularity of kelp in the soap, tonic, and salve or healing lotion realm seems to be growing, as the cumulative effect of many new products with a kelp content now on the market.

* * * *

The Lehn & Fink Products Company, New York, will use an appropriation of over \$2,000,000 to advertise its products during 1931. This represents an increase of approximately 5 per cent over the advertising appropriation of last year, which was the largest year's appropriation in the history of the company. The increased expenditure planned during 1931 is exclusive of what the company will spend on the introduction of several new products which it intends to bring out during that period.

* * * *

The Procter & Gamble Company, Cincinnati, will open two new district offices in Omaha and Cleveland in January, 1931. John Z. Heizer, formerly of Cincinnati, will be in charge of the Cleveland district, which will include northern Ohio and part of Pennsylvania. E. Z. Zimmerman will manage the Omaha office. This district will include Nebraska and Iowa.

* * * *

New and elaborate window displays have been designed for the 1931 advertising campaign of Helena Rubinstein, Inc., New York City. A feature of the new displays is the use of metallic paper, featuring the familiar "Steps to Beauty" idea, the preparations being pyramided on this series of steps. They rise against a background of gold and vermillion. The displays are made up in two sizes to fit either smaller or larger windows. Much favorable comment has been heard from dealers who have had the opportunity of examining the new material.

G. A. Pfeiffer, president of Richard Hudnut, New York, has again shown his deep interest in the cause of education in chemistry by the donation of another four-year fellowship for graduate study at The Johns Hopkins University, Baltimore, leading to the degree of Ph.D. The fellowship is for the sum of \$1,000 annually and follows the donation of a former fellowship of the same sort last year.



©B.&S.
G. A. PFEIFFER

According to the plans evolved by the University these fellowships in chemistry will ultimately provide for one student from each of the forty-eight states. Last year, Mr. Pfeiffer gave the fellowship for the state of Missouri and was so pleased with the plan that he turned it over to William R. Warner & Co., St. Louis, of which he is the head and this year established the Iowa fellowship in his own name.

The new fellowship is limited to sophomores, juniors or seniors in the colleges and universities of the state of Iowa and will begin October 1, 1931. Candidates will be judged not only on scholastic attainments but also on their characters and general abilities.

The University has issued a very interesting circular descriptive of the fellowship bearing on its cover a photograph of Remsen Hall, its chemistry building at Baltimore.

* * * *

Henry N. Creger, president of Strasska Laboratories, Inc., Los Angeles advises that he has appointed Doremus & Co., to direct the Strasska advertising during the coming year. A radio campaign featuring Charles W. Hamp, said to be the highest salaried radio artist in the world, has been planned. This will be broadcast from the Pacific Coast during January, February and March and from Chicago during April, May and June. The program will be returned to the Coast for the next three months and during the last quarter of the year it will be given from Chicago.

Mr. Creger also advises that in addition to the present Strasska's tooth paste, the company will soon place on the market a similar product in natural peppermint, spearmint, cinnamon, wintergreen and clove flavors, a novel idea in the merchandising of a dentifrice.

Raymond Guerlain of Parfumerie Guerlain, Paris, and also president of Guerlain Perfumery, Inc., New York, sailed on the *Ile de France* November 21, after a brief stay in the United States.

Mr. Guerlain arrived in New York on October 1st in company with Bernard d'Escayrac, vice-president and manager of the New York company, who was re-



©B.&S.

RAYMOND GUERLAIN



©B.&S.

BERNARD D'ESCAVYRAC

turning from a short visit to France. After spending about ten days in New York they left for an extensive trip of the United States, stopping among other cities in Detroit, Chicago, San Francisco and Los Angeles. From California they continued their trip to Mexico, Panama and Cuba, returning to New York on November 20th.

Mr. Guerlain expressed himself indeed satisfied with the progress of the company here, in spite of the present world situation which in his opinion is improving.

* * * *

Dr. Herman Goodman, well known New York dermatologist, delivered a very interesting lecture in Brooklyn, December 1. In his talk, Dr. Goodman pointed out the necessity of cosmetics and toilet preparations to women seeking to establish or hold places in the modern business and industrial world and predicted that men, too, would show a growing appreciation of the value of beauty culture as an aid to economic success. He also discussed the relationships between the beauty expert and the physician and complimented the toilet preparations industry on its freedom from the use of harmful ingredients in its preparations.

* * * *

In anticipation of the coming year's business, believing the country to be on the threshold of an enormously large business year during 1931, McCormick and Company, Inc., held a sales convention at its home office at Baltimore, Md., during the week of December 15, bringing in from all over the country more than one hundred and fifty salesmen, division managers and field sales managers.

Willoughby M. McCormick president of the company, feels that there is no better method of keeping his fingers on the pulse of the trade than by direct contact with the men on the ground—and it is for this reason that the company has adhered to the policy of bringing its entire sales force into the home office once every two years, and of holding sectional division conven-

tions on the alternate years. In this way Mr. McCormick feels that the company can secure a close-up picture of conditions all over the country that could not be gained from mere statistical reports or credit bureaus. It is because of these conventions that McCormick & Co. pride themselves on having a staff of the best informed salesmen on the road. With a line of nearly 800 different items, and all products with a slow turnover, it is necessary that the men on the road have the most thorough instruction possible.

"The men were spurred on by sales efficiency tests and quotas to be reached—so that they might attend the conventions," said C. L. Fardwell, sales manager, "and because of the personal pride that each and every salesman on the staff has, they were all represented. These quotas, of course, were not given the new men, and they were brought in for preliminary training. We attribute our fine record of sales during the past period of depression, largely to the extra incentive the men had for putting forth their best efforts."

An extensive program was carried out every day in the week, and a number of prominent speakers talked at meetings. The men were welcomed by the president, Willoughby McCormick, and periods during the morning and afternoon were devoted to educational talks on the main products of the line—teas, spices, extracts, drugs, mayonnaise and insecticides.

On Monday evening a banquet and advertising night was held at the Lord Baltimore Hotel with Mr. Ensey, advertising manager, in charge. The speakers for this event include Perrin H. Lowrey, manager, the Mutual Life Insurance Co. of New York, and Paul W. Warwick, vice-president of Cecil, Warwick & Cecil, advertising agency of New York. Later on in the week, Byron T. Banghart, president of the Baltimore Wholesale Grocery Co., addressed the meeting. Motion pictures of the manufacture of "Bee" and "Banquet" products were shown, and a practical demonstration held in the Home Economics Department's experimental kitchen conveyed to the men an idea of the extensive work this department is doing to educate the consumer in the value of using quality products.

Division managers from all territories arrived in Baltimore three days prior to the convention dates in order to discuss the individual problems in their territories. A period for Questions and Answers followed each lecture each day, and every salesman was urged to place suggestions and questions at this time.

The convention, while mainly to train and better inform the men, was not without its social side, and a dance and entertainment were held on Thursday evening. The committee in charge of arrangements for the convention included C. P. McCormick, George M. Armour, George A. Snoops and Richard T. Pilling, Jr. The men left Baltimore at noon, December 20, in order to arrive home for Christmas.



W. M. McCORMICK

Mr. Mc-
a close-
y that
orts or
ns that
a staff
With a
ts with
on the
le.
y tests
attend
anager,
l every
sented.
v men,
aining.
e past
ive the

day in
talked
sident,
morn-
alks on
tracts,

night
Ensey,
or this
Mutual
rwick,
rtising
ron T.
e Gro-
of the
were
Home
sveyed
epart-
lue of
sts.
from
ed in
days
ention
discuss
ms in
period
An
a lec-
every
ed to
and
one.
while
better
s not
ment
ee in
cluded
e A.
Balti-
e for

H. Stanley Redgrove, prominent British perfume chemist and author of several books on this subject as well as a contributor to our pages is responsible for the section on synthetic perfumes in the Annual Report of the Smithsonian Institution. His chapter of the report has been printed in pamphlet form and appears as Publication 3042 on the Institution's list. The report gives a general survey of synthetic chemistry as applied to perfumes and is interestingly presented.

* * * *

Hazel-Atlas Glass Co., Wheeling, W. Va., has advised us of the appointment of Ralph E. Dyer as sales manager in Cincinnati territory. Mr. Dyer succeeds the late George C. Barr who had acted as Cincinnati manager for nearly twenty-five years.

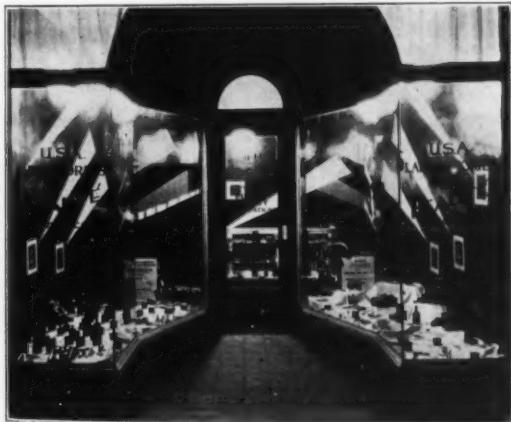
* * * *

American Laboratories and offices together with a retail shop have been opened in Long Island City, N. Y., by Princess Beautifiers, Ltd., of London, England. The company will soon place on the market its complete line of cosmetics and toilet preparations, manufactured in America and handsomely packaged in containers also produced in this country.

Negotiations have been progressing looking to the signing of contracts for exclusive sales representation in several large centers including New York, Philadelphia, Pittsburgh and Boston. The company is controlled by Mme. Beatrice Arnold of Brussels, Belgium and Dr. Norah Bingham of London who originated the line and formulas and under whose direction it is to be manufactured. Other principals are I. B. Hazelton and H. P. Burrell of New York.

It is planned to incorporate in America under the name Princess Beaute, Inc., and an application for this purpose has been filed in the state of Delaware. The new corporation will be established in January and the complete line will be on the market early next year.

As a color scheme for packages, silver and black



PRINCESS BEAUTE SHOP IN LONG ISLAND CITY

has been chosen and this is carried through in the advertising matter as well as in the shop in Long Island City, which has already been opened. Earl Gandy who has been connected with the London establishment for several years is in charge of operations.

The Illidela Corporation, Chicago, manufacturer of solidified perfume, has appointed Faxon, Inc., Chicago advertising agency, to direct its advertising account.

* * * *

C. F. Peehl has been appointed factory manager of the Marinello Co., and Inecto, Inc., New York, to succeed Francis Chilson who resigned recently to enter consulting work. Mr. Peehl is well known to our readers, having contributed several articles on problems of factory management to our pages during the last year. He is a graduate of Stevens Institute of Technology with the degree of Master of Engineering and has also done post graduate work in business administration at Columbia University.

After two years in the army, Mr. Peehl took up the work of production engineer with the American Hard Rubber Co., and later served as engineer and factory manager with two of the leading soap and toilet preparations companies, supervising installation of new equipment and the manufacture of toilet goods. He is well equipped to carry on the exacting duties of his new position.

* * * *

engineer with the American Hard Rubber Co., and later served as engineer and factory manager with two of the leading soap and toilet preparations companies, supervising installation of new equipment and the manufacture of toilet goods. He is well equipped to carry on the exacting duties of his new position.

Al Rosenfeld, who was recently made general manager of Les Parfums de Molyneux, Inc., New York City, has advised us of the following additions to the company's sales staff, effective January 1, 1931: Frank O'Connor, formerly with Lentheric and for more than six years a member of the sales organization of Houbigant, Inc., will cover the Middle West territory, and Louis Sorg, formerly with Kathleen Mary Quinlan, will have charge of the sales of the Eastern territory.

* * * *

Coca-Cola International Corporation reports for the three months ended Sept. 30, 1930, a net profit, after expenses of \$660,842, compared with \$454,492, last year. For the nine months \$2,486,393, compared with \$1,978,137 were reported. Capital stock consists of 163,491 shares of \$6 Class A and 220,657 no-par shares of common stock.

* * * *

Engineers at the Milwaukee Palmolive plant are working on a machine to make sure that people will know what kind of soap they are using when the bar is worn down to a thin wafer. Now the trade name is imprinted deep into the soap.

Palmolive proposes to have an inlay of different colored soap from that of the bar all the way through the cake.

* * * *

Velens Educational Cosmetic Service, Inc., Kansas City, has advised of the opening of new branch offices in Dayton, Ohio, and a divisional office at Indianapolis. The company was organized about 18 months ago and is built on the idea of specialized beauty service through trained facial experts. Since its organization it has secured distribution in 19 states.

Ralph E. Hayes, formerly Assistant General Sales Manager of the Lambert Pharmacal Company, and long well known in the pharmaceutical merchandising field, has been appointed Central Division Manager of Frederick Stearns & Company, according to announcement by Frederick Sweet Stearns, President of the Detroit concern. Mr. Hayes, before going with Lambert, had spent twelve years with E. R. Squibb & Sons, first as salesman, and later as Divisional Manager in Kansas City, and then in Chicago, where he directed Squibb's activities in the northwest for four years.

* * *

Houbigant, Inc., have closed their Chicago offices which were located in the Western Warehousing Building on West Polk street. The Houbigant products are now being shipped to the trade formerly served by Chicago, directly from the headquarters of the company in New York.

* * *

Dr. Eric C. Kunz, executive vice-president of Givaudan-Delawanna, Inc., New York, returned on the *Aquitania*, November 28, from a visit of about a month to L. Givaudan & Cie., Geneva, Switzerland. Dr. Kunz spent most of his time conferring with Leon and Xavier Givaudan and other officials of the house, and in visiting and inspecting the plants of the company at Geneva and Lyons. He also attended the celebration held in connection with the 75th Anniversary of the founding of the Polytechnic School of Zurich.

He was particularly impressed by the new research plant, recently completed and now occupied by fourteen research chemists whose entire time is spent in the development of new products and the further perfection of some of the more familiar ones, as well as problems of economical and more efficient production.

Dr. Kunz believes that business is about to start a long upward swing and it is his opinion that those concerns which are best equipped to serve their customers through proper equipment, staff and efficient methods, will be the first to benefit by the increase in business activity, now on the way.

* * *

Bourjois, Inc., New York City, reports for the ten months ended Oct. 31, a net profit, after charges and Federal taxes, of \$541,660, equal, after preferred dividends, to \$1.02 a share on the common stock, compared with \$538,644, or \$1.01 a share, last year.

* * *

The plant of the Container Corporation of America at Circleville, O., was damaged and 10,000 tons of straw in the mill yard were destroyed, as the result of a recent fire. The loss, about \$100,000 is covered by insurance. A. C. Moore, mill superintendent, indicated that some time in December the damaged property would be rebuilt, and the plant in full operation.



©B. & S.
DR. E. C. KUNZ

Lords Justices Scrutton, Greer, and Lawrence have dismissed the appeal of E. H. Bell and W. E. Snelling from a verdict and judgment requiring them to refund to the plaintiffs, Lever Brothers and the Niger Company, a sum of £52,000 which had been paid them as compensation for the loss of their services as, respectively, chairman and vice-chairman of the Niger Company, upon its being merged in the United Africa Company. The ground of the claim was that the defendants had abused their trust by engaging in private contracts for products in which their firm was interested. At trial and on appeal the case occupied 23 days, and is estimated to have cost about £30,000—an enormous period and equally enormous figure for British courts.

"I do not propose to lay down any definite rule for ground of disclosure by servants," Lord Justice Scrutton said, "but in my opinion the defendants were under an obligation, before termination of their service agreement, to disclose any breach of that contract, and the contract to terminate could be declared void by this non-disclosure." The other Lords Justices concurred in this judgment.

Counsel Miller for the appellants thereupon asked for a stay of execution with a view to appeal to the House of Lords, the supreme appellate body. Lord Justice Scrutton replied:

"We think each defendant should have three weeks to enable him to consider whether he will appeal to the House of Lords, and, in consequence, that there should be a stay for three weeks. If a petition to the House is lodged within that time and Mr. Bell brings into court £30,000 and Mr. Snelling £20,000 there will be a stay until the hearing by the House. Mr. Bell will be able to appeal if he brings in £30,000 and Mr. Snelling if he brings in £20,000."

* * *

C. W. Davenport, New York and Philadelphia, has appointed Geare, Marston & Pilling, Inc., advertising agency of those cities, to direct the advertising of Molinelle, London, perfumes. Class publications and women's magazines will be used.

* * *

The Kendall Manufacturing Company, Providence, R. I., manufacturer of Soapine and other soap products, has appointed the Larchar-Horton Company, advertising agency of that city, to direct its advertising account.

* * *

The Pine Tree Products Company, Newport, N. H., soap manufacturer, has appointed the Wm. H. Rankin Company, New York advertising agency, to direct its advertising account.

* * *

Exports of musk from China for the years 1926, 1927 and 1928 are given below: (Values in United States currency).

	1926 Pounds	Value	1927 Pounds	Value	1928 Pounds	Value
France	856	\$196,949	757	\$177,206	941	\$215,404
Japan	671	167,297	609	139,889	641	147,782
Hong Kong ..	415	87,084	327	65,204	443	89,425
Great Britain ..	156	34,036	325	16,476	526	118,682
United States ..	196	45,769	145	33,507	375	84,411
Other countries ..	34	7,184	241	53,075	30	6,949
Total	2,328	\$538,319	2,404	\$544,559	2,956	\$663,613

The new Merchandise Mart at Chicago, in extending the candy exhibit to include a large container section, reveals a worthy recognition of the important art of packaging. This industry has started the movement in which pressure is being brought to bear so that there may be included packaging sections in other lines of industry.

The *Chicago Evening Post*, in commenting on this packaging section states that "it is believed that this section will be very popular with every store manager who visits the Mart because we are living in a 'package age' when the consumer is very sensitive to the style and atmosphere created by the wrappings or packaging of the products which he buys. The successful store manager today will give very serious consideration to the matter of proper harmony and co-ordination of color and quality in the trade dress of his merchandise."

* * * *

We are advised by Edwin Seebach, general manager of Flora Aromatics Co., New York City, that after December 26 the offices of his company will be located at 920 Broadway. Since its organization a little over a year ago to represent Chemical Works Flora, Dubendorf-Zurich, Switzerland in the United States, the company has been located at 122 Fifth Avenue. Larger and more convenient quarters have been taken at the new address to permit better service to the growing list of Flora customers in this country.

* * * *

McKesson & Robbins, Inc., Bridgeport, Conn., has appointed Redfield-Coupe, Inc., New York advertising agency, to handle part of its advertising. Hanff-Metzger, Inc., also of New York, as advertising counsel, will continue to handle part of the McKesson & Robbins advertising.

* * * *

Mr. and Mrs. W. F. Zimmerman, of New York, are spending the holiday season in Chicago, visiting former friends and acquaintances. Mr. Zimmerman is general manager of the Helfrich Laboratories of New York, Inc.

That a site easily accessible from central London should be bought for permanent buildings for the British Industries Fair, and that the British Government should establish a regular annual publicity grant of a minimum of £100,000 (instead of £25,000 granted for a year at a time as at present), are among the recommendations in a report on the future of the Fair just issued by the Federation of British Industries' committee, presided over by Lord Chelmsford. Remarking that the Fair is still far from being fully representative of British industry, the committee expresses the view that the abstention of trades other than those which promote expositions of their own is attributable to psychological reasons such as lack of the "exposition mind among manufacturers who spend liberally on other forms of publicity, but doubt the value of exhibitions and, in certain industries, fear piracy of their patterns."

"The Fair should be developed," the Committee states, "so as to become a truly national manifestation of the quality and range of British products and an increasingly powerful factor in trade expansion. We urge that the Government should also take a more active interest in the Fair, and recognizing it as an integral feature of our economic policy, should back up more vigorously on a scale not incommensurate with the support accorded to the Empire Marketing Board, the enthusiastic individual efforts which have brought the Fair to its present strength. 'Sell British Goods' is not less important than 'Buy British Goods'."

* * * *

Benjamin F. Simmons, owner and publisher of *The Spice Mill*, died in New York City, November 13th after a brief illness from pneumonia. For more than a quarter of a century he guided the destinies of the magazine, and with the growth of interest in the flavor industry started *The Flavoring Extract Journal* early in 1929.

Failing health caused Mr. Simmons gradually to relinquish more and more of his duties to others of the staff of which were various members of his family who will carry on the business.

The accompanying photograph shows a portion of the new London salon and offices, just opened by Harriet Hubbard Ayer, Inc., New York. This salon located in Regent Street is according to our London correspondent one of the handsomest in the city. The setting is a Louis drawing room with elegant gold and glass furnishings. Fashionable shades of make-up are being featured and clients are being advised that the vivid effects of recent years are out of fashion and quieter types are recommended. Although but recently opened, this American establishment has attracted considerable attention and is enjoying a considerable vogue with fashionable Londoners.



26, 1927
United
028
Value
\$215,404
147,762
89,425
118,662
84,411
6,949
\$603,613



The accompanying photographs give an idea of a project in which, we are sure, many of our readers will be greatly interested. It is the Instituto Marino "Benito Mussolini" at Messina and is due largely to the efforts of Dr. G. Bosurgi, well known to our readers as head of the house of Sanderson & Sons, manufacturers of citrus oils.

Recognizing the urgent necessity for work along the lines of rehabilitation of children suffering from tubercular trouble and the prevention of the spread of this plague among the younger generation, Dr. Bosurgi has given liberally of his time and energy to the establishment and growth of the institute as well as contributing financially to this worthy cause.

The Institute is located at the sea shore near

Messina and includes in addition to recreational facilities, complete hospital arrangements under competent directorship. It provides badly needed air and sunshine for a large number of needy children and has been productive of much good. It has the enthusiastic support of the Italian government.

The photographs which we show were taken from a handsome leather portfolio of views of the Institute which Dr. Bosurgi recently sent us. They give only a partial idea of the size and importance of the project. Included are pictures of the central building and a view of the beach. The group picture was taken during a recent visit of inspection by high government officials. In it Dr. Bosurgi appears at the right of the government official in uniform.

J. P. Meyer & Co., Inc., Mt. Vernon, N. Y., has purchased the assets of the Plimpton-Cowan Co., Buffalo, N. Y., manufacturers of pharmaceuticals for ninety-six years. J. P. Meyer & Co., Inc., has not decided on its line of action with respect to the new business. It is probable that its manufacturing will be conducted in the Mt. Vernon laboratories.

C. F. Humburg, who is in charge of the Perfumery Glassware Department of J. P. Meyer & Co., Inc., of which he is also secretary, has been associated with the drug, chemical, and perfumery trades for over 35 years.

* * * *

Paul W. Hyatt, son of Frank S. Hyatt, president of Brass Goods Mfg., Co., Brooklyn, N. Y., sailed on the *American Banker*, December 11 for a trip of several months in Europe. Mr. Hyatt will spend the holidays in London and then visit France, Germany, Switzerland, Austria, Hungary and possibly Spain.

* * * *

We are pleased to report that J. N. Hebert, manufacturer of toilet preparations, Gardner, Mass., who has been quite seriously ill is now on the way to complete recovery.

* * * *

Rome Hopkins, who has been Northwestern sales agent for Rossville Commercial Alcohol Corporation for the past ten years, is no longer with that company.

The fire which occurred at the plant of Dodge & Olcott Co., at Bayonne, N. J., on the night of November 18th was of minor importance according to Herman G. Weicker, vice-president. One of the buildings was completely destroyed but fortunately it will in nowise hamper the company in manufacturing operations. The damage is being repaired and the company expects to have the building and its contents replaced by the middle of January.

* * * *

D. C. Scott has been appointed manager of sales of photographic and fine chemicals for the Newport Chemical Works, Rhodia Division, Passaic N. J. and New York. Mr. Scott has been connected with the intermediates division of Newport for several years and is familiar with both the line and the trade. He succeeds Charles F. Kelly who has resigned. Mr. Kelly came to Newport upon the acquisition of the Rhodia Chemical Co., with which he had held a similar position since 1920.

* * * *

Hazel-Atlas Glass Co., Wheeling, W. Va., has declared an extra cash dividend of 25c per share in addition to the regular quarterly dividend of 50c per share. Both are payable January 2 to stockholders of record of December 15. Like amounts were paid on April 1, July 1, and October 1.

Leonard B. Schwarz of the Clifton Chemical Co., Inc., New York City, has purchased a 12½ acre farm in Brunswick Gardens, N. J., where he expects to spend his leisure time breeding poultry for exhibition.

This does not mean that Mr. Schwarz will abandon his yachting activities in which field he won the championship of Long Island Sound in his class with his yacht *Young Miss*.

* * * *

S. A. DeVries, manager of the flavor department of van Ameringen-Haebler, Inc., New York City, sailed on the *Majestic*, December 13 for a short visit in Europe. Mr. DeVries will spend the holidays with relatives at The Hague and the remainder of his time vacationing in Holland.

* * * *

The Sunland Laboratories, Los Angeles, manufacturers of Skin-eze, a lotion for sunburn, have placed their advertising accounts with the Advertisers Company, Los Angeles. The Sunland account will use magazines and direct mail.

We are able to present this month two recent photographs of the new headquarters building of Cinderella Cosmetics, Inc., St. Paul, following the architect's sketch of the building itself which was published in October at the time of the formal opening and dedication. These two photographs give an excellent idea of the modernistic treatment of the building itself and its decorations as well as the beauty of appointment provided by J. L. Sinykin, the progressive president of the company.

The picture on the right shows one of the large show windows which takes up a large proportion of the facade. Highly polished black terra cotta, with the

It has been officially announced in London that negotiations in regard to the proposed merger of Unilever, Ltd., and the International Stores Co., Ltd., both of London have again broken down. The first official intimation of a hitch was made on October 21 and was utterly unexpected. The subsequent publication of correspondence between the contracting parties to the merger (to be known as Allied Stores, Ltd.) created keen controversy. Towards the end of the month, however, negotiations were resumed in an endeavor to remove the cause of dispute. As these negotiations have proved fruitless, there is now no prospect of the merger going through in its original form. What further steps will be taken by the other members of the proposed fusion to enforce the contract cannot as yet be stated.

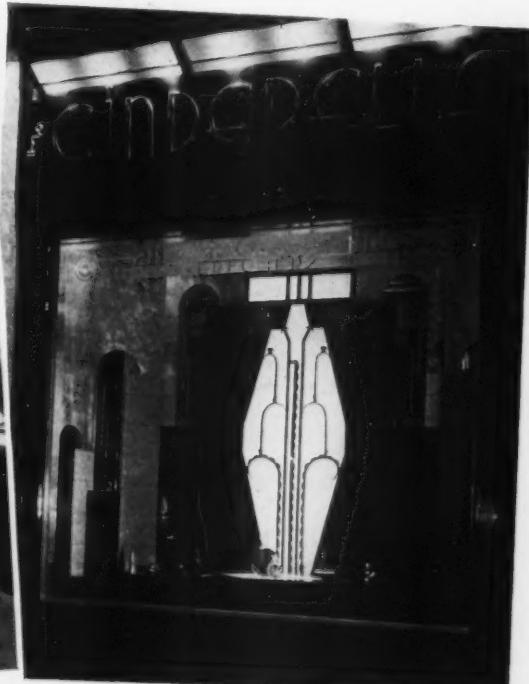
* * * *

An important merger of interests in the soap manufacturing industry of Poland has been brought about by the fusion of the two leading enterprises—the Fetindustrie Schicht and the Polish Sunlight Co.

name of the company in gleaming metal affords a striking setting for the modernistic display material and packages which are shown within.

The other photograph is of the display room, circular in shape and cleverly lighted to show to best advantage the circular table of silver and black glass and two octagonal recessed show cases each backed by a golden mirror. Hangings and curtains are flame colored blending well with the other fittings of the room and adding to its tone of ultra modernism.

The company is controlled by J. L. Sinykin and J. P. Kozberg, both formerly associated with the La Salle Wholesale Drug Co. of St. Paul.



Parfums Marlaine, Inc., is a company recently formed for the purpose of purchasing the assets of Marcel Guerlain from the Irving Trust Co., receiver.

The company is continuing the operation of its five retail stores in New York as well as sales to the trade. Some expansion is planned later, officials state.

Prior to the purchase, Marcel Guerlain, Inc., subscribed to an agreement with the Guerlain Perfumery Corp., of Delaware, owners of the Guerlain trade mark in this country, in the United States District Court for the southern district of New York, that Marcel Guerlain, in its advertising and on its products, would specify "not connected with the original Guerlain." Previously, Marcel Guerlain had used with the name the phrase "not connected with any firm of similar name." The court, accordingly, issued an injunction to conform with the agreement.

The adoption of the trade name, "Marlaine," however, has eliminated the need of any supplementary explanation.

The officers of the new company are John L. Alberti, president; J. Le Bloas, secretary-treasurer.

Samuel Alsop, president of the Alsop Engineering Co., New York City, sailed December 6, on the *Siboney* for Havana on a tour of the West Indies. Mr. Alsop



ALSOP BOOTH AT POWER SHOW

expects to be away until after the New Year. He will make a tour of the golf courses in the islands on which he has played on numerous occasions in the past. On his return an interesting announcement is expected from the company concerning new equipment which is to be offered.

The accompanying photograph shows a recent display of the company's mixing and other equipment at the Power Show in New York.

We have received an announcement of the marriage on October 4 of William Harvey Ebert to Miss Edith Mewing. Mr. Ebert is the son of S. H. Ebert, secretary of Interstate Color Co., New York City.

Hammill & Gillespie, Inc., New York City, importers and grinders of white minerals and earth colors have inaugurated new warehouse and shipping service for Manhattan with headquarters at Brooklyn Bridge Arch, 14.

Milton Green, well known in the toilet goods field for the past fifteen years, is now associated with the Chemical Machinery Co., New York, as general manager.

The Kleco Company, Brooklyn, N. Y., have recently added to its line of nail polishes a new shade, known as "Blond Red." One of the features of this new shade, as well as of the others of the line, is that it will not "peel, chip or streak," according to the claims of the company.

The products, including nail removers and cuticle remover, are distributed to the various beauty shops throughout the country, and are sold, besides the usual size retail bottle, in one-half and one pint sizes and one quart and one gallon quantities.

An interesting advertisement in this issue is that of the Karl Kiefer Machine Co., Cincinnati. It calls attention to the company's new tube filling and "clipless closing" machine. Descriptive circulars are available at Kiefer offices and agencies.

Charles R. Walgreen, president of the Walgreen chain of drug stores recently presented diamond studded gold pins to forty-one men and women who have been with the company for ten years, during which the organization has grown from 23 to 443 stores.

The Boyer International Laboratories, Chicago, makers of toilet goods, have placed their advertising account with Behel & Harvey, Inc., advertising agency of that city.

The demand in Germany for certain cosmetics and toilet preparations especially for powder compacts and for various facial creams and vanishing creams is very active. The last-named article has become so popular that it is now referred to by the English name "Vanishing Cream" rather than by a German term. Bath salts, toilet waters, and perfumes also enjoy a good demand. Germans prefer goods with foreign names and are partial to those put up in attractive packages.

While the German demand for cosmetics and toilet preparations is supplied largely by domestic production, considerable amounts are imported from various foreign countries; the United States ranks second only to France, having supplied, according to United States export statistics, \$220,000 worth during 1929.

To make his journey more fragrant, the traveler on Rumanian railways will soon be able to spray himself with perfume from an automatic vending machine.

The general direction of the Rumanian railways has granted a company located in Bucharest the right to install and operate in every first and second class railway carriage automatic eau de cologne vendors. In exchange for a 2 lei coin, which now rates at about a cent and a fifth in American money, the machine will deliver an ample spray of the perfume.

For the concession the company will pay the Government \$7,200 in annual rental. Rumania has long been celebrated for the popularity of perfumes among its people.

George L. Ringel, third vice-president of Fritzsche Brothers, Inc., New York, and manager of their office in Columbus, Ohio, and branch at Toronto, Ont., was a visitor to the New York headquarters early in December. He was accompanied by M. J. Niles, who, Mr. Ringel advises us, will in the future cover the Eastern part of the Columbus territory including western



GEORGE RINGEL AND M. J. NILES

Pennsylvania, West Virginia, Indiana and Kentucky.

Mr. Niles is a graduate in pharmacy of Ohio State University and has been connected until recently with Eli Lilly & Co., Indianapolis. J. R. Eller who has been with Fritzsche Brothers, Inc., for the last six years will continue to cover the Western part of the Columbus territory.

Mr. Ringel will remain in charge of the Columbus office and also of the Toronto branch which he established in 1924 and which has been forced to move into larger quarters no less than three times in the last six years. He will continue as well to contact his many friends in the Middle Western territory who have known him so long. He has been with the company for thirty years during which time he has not only built up an excellent business throughout the territory which he has covered but has made a host of friends for himself as well.

The accompanying photograph of Mr. Ringel and Mr. Niles was taken during a recent visit to the editorial offices.

* * * *

Lautier Fils, New York, the American office of the Grasse house of the same name, has moved from its old quarters at 47 Cliff street to more convenient quarters at 78 to 80 Beekman street. Here the firm has taken the entire fifth floor consisting of more than 5,000 square feet of floor space.

The front of the new quarters is given over to offices of C. H. Bourguet, New York manager, and his staff. The entire central portion of the floor affords ample room for stocks of raw materials carried in New York, while two large rooms in the rear are devoted respectively to a shipping room and laboratory of the chemist. The arrangement is exceptionally convenient for handling orders and affords ample light and air in offices and laboratories.

The New York branch, which was opened in January, 1922, has been located at 47 Cliff street and has been under Mr. Bourguet's energetic direction from its inception.

Ralf B. Trusler, M. S., Ph. D., eminent research chemist, has been appointed head of the Research Department of The Davies-Young Soap Company, Dayton, according to a recent announcement.

The appointment of Dr. Trusler reflects the more intensive development of research activity of The Davies-Young Company. He will direct the work of this important department in the study of the requirements of the laundry and dry cleaning industry, and in the development of products which meet those requirements.

For a number of years he has been engaged in research work on a Fellowship at the Mellon Institute in Pittsburgh. He is especially well qualified for his present position with an unusual knowledge of soaps, oils and allied products in their application and effect. His experience in the field of chemical research is widely recognized.

Dr. Trusler's work with The Davies-Young Soap Company has as its ultimate aim the betterment of processes and methods in the industry; and a gain in knowledge of value to all in the field is expected to result by reason of Davies-Young's directing his abilities to the industry's problems.

The many friends of E. G. Eckerman will be pleased to learn that on the anniversary of his twenty years of service with the company, he has assumed the duties of sales manager. This well deserved promotion came as a result of the splendid record he had made throughout these twenty years. During this time he had represented this company through Ohio and Western New York and became as well acquainted with the various problems of the industry as perhaps any other man in America. His knowledge of the industry was not merely a theoretical one, but a very practical one, because whenever he found anyone having difficulty with their soaps he was always quick to take off his



RALF B. TRUSLER

E. G. ECKERMAN

coat, step into the plant and help solve the problem right then and there.

Mr. Eckerman has seen the products of his company grow from one to sixty-five. He has aided in the development of a great many of these products and has always been a keen analyst of what was needed and how to develop it. His many friends will wish him continued and increasing success in his new duties.

George Lengyel of Parfums Lengyel Frères, Paris, sailed on December 15th on the *Europa* for France. Mr. Lengyel had been in New York since last May making new arrangements for the representation of his house in this country. For the past few years his perfumes had been handled by Geo. Borgfeldt & Co., but in the future they will be handled by Mrs. Floss Orth, 4 West 31st street, New York City.

The business address of Parfums Lengyel Frères is Cité Paradis, Paris, and the factory is located at 51, avenue Casimir, Asnières-s-Seine, France.

* * * *

James Lovatelli, head of the Merchandise Advisory Bureau, New York, and Eastern representative for several toilet goods manufacturers has advised us that he has completed a mutual working agreement with The Van Kay Organization, Chicago, which will make available to the clients of each organization, the merchandising information and services of both. The Van Kay Organization is headed by B. K. Van Korn who has had long experience in the drug and allied fields and who was largely responsible for the formation of the Associated Chain Drug Stores. Associated with him is W. J. McKay for many years advertising manager for the Walgreen chain. Mr. Lovatelli has been active in the drug and toilet goods fields for many years and has developed a number of merchandising campaigns which have met with conspicuous success.

In our November issue it was stated that Mr. Lovatelli had been appointed Eastern service representative for the W. A. Webster Co., of Memphis. Mr. Lovatelli informs us that he is not Eastern representative for this company and requests us to correct this statement and avoid misunderstanding.

* * * *

Lever Brothers, Ltd., England, has established a new soap manufacturing plant in Hammond, Ind., which they say represents the last word in plant design, construction and equipment for soap making. It is a complete production unit for the four major brands which this concern manufactures. The location of the plant, just sixteen miles from Chicago, at the southern tip of Lake Michigan, is strategic. It is also on the line of the New York Central, B. & O., E. J. & E., and Pennsylvania railway systems.

The tower, a representation of a Lux carton, is the striking feature of the skyline as seen from trains and adjoining boulevards.

* * * *

Howard L. Jenks of Foote & Jenks, Jackson, Mich., was a visitor to the trade in New York the second week in December. Mr. Jenks spent a week here calling on his many friends and also attended the Army-Navy football game at the Yankee Stadium on December 13.



JAMES LOVATELLI

Compagnie Parento, Croton-on-Hudson, N. Y., who last month introduced their European principals to a group of men in the trade here through a series of moving pictures and lectures, again were host to representative trade groups during the week of December 1st. Luncheons and dinners preceded the showings of the pictures and an interesting description by Parento officials accompanied each reel.

Addington Doolittle, secretary of the company, took the pictures himself, during his last visit to Europe, and they reflect great credit both to his company and to himself. A full description of the premier showing on November 7th appeared in the November issue of this magazine.

* * * *

Metal Package Corporation, New York City, has advised us of a merger of manufacturing and territorial sales interests with the Fischer Can Co., Hamilton, Ohio. The Fischer Can Co. will continue to operate its Hamilton plant as a division of Metal Package Corporation with no change in policy or general business conduct.

* * * *

There are charwomen and maidservants in London who have £15 worth of expert treatment on their hair and face every week.

Thus says a writer in the "Daily Express," but from what follows it seems that the charwomen do not have to pay the above sum, which of course would be an impossibility for the humble "char", but, on the contrary, are themselves paid for being beautified.

The explanation of the above sentence was given by the head of a high class beauty parlor, who said:

"You see, we cannot start our youngsters on the clients themselves, for, just you think what a mess they might make of a good face. They have to begin to learn somewhere. Men barbers, you know, have to begin on wax models, and some of them have even got permission to trim the hair of corpses! But a wax model is no use whatever for beauty treatment, so we pay the charwomen and servants a few shillings a time to risk being beautiful.

"You have no idea how critical they become," continued the speaker. "I've seen a charwoman sit quite still whilst nearly £30 worth of the best attention was spent on her face, hands and figure.—When our girls had finished her, she got up, looked in the mirror, and said 'Lumme, gimme five bob, but wot my old man'll say I 'ate to think!'"

One of those thus experimented on is known as "Mrs. Venus," and she has been beautified no less than 123 times—a record surely. Her eyebrows have been plucked every fortnight, her face massaged daily and her figure pounded into an exquisite shape at all hours of the day and night.

Thus the erstwhile humble "char" has made considerable advancement since the days when Dickens wrote of her and her love for gin, but, all the same, one would simply love to hear the expressed opinion of the "old Man" on the beautifying process and its results.

Unfortunately that opinion was not forthcoming.

B. G. Merrill, for a number of years a salesman in the crude drug business, has joined J. L. Hopkins & Co., botanical drug merchant of New York, as sales manager.

* * * *

The American Beauty Co., New York, advises us that it has recently added several new items to its line of private brand toilet goods, including shampoos, brilliantines, and several manicuring preparations.

* * * *

Interstate Color Co., Inc., New York City, has appointed William T. Nesbitt, Jr., representative for the states of Ohio, Kentucky and Tennessee. Mr. Nesbitt's headquarters will be at 1402 Walnut street, Cincinnati.

* * * *

Lemerita Products, Oxford, N. Y., is planning to increase distribution of its line by placing more of its products through regular retail selling channels. Originally the company marketed its products entirely through direct to the consumer work but inquiries received through local stores has compelled a change from this system. The former method will be continued but an effort will also be made to secure dealer distribution.

Several new products have been added to the line of toilet preparations and flavors with which the business was started about seven years ago. It was organized by George B. Lewis, formerly connected with the C. F. Booth Co., of Norwich, and Mrs. Lewis is associated with him. Mr. Lewis anticipates that with the added help of local and regional retail distributors, sales of his line will be increased materially, although he reports that he is well satisfied with the volume which he reached during the last year.

* * * *

The Waterbury Paper Box Co., Waterbury, Conn., has opened a branch office in Cincinnati. William T. Nesbitt has been placed in charge of this office which is located at 1402 Walnut street. He will cover the states of Kentucky, Tennessee, West Virginia and Ohio.

* * * *

An interesting advertisement devoted entirely to packaging is that of Stokes & Smith Co. in the advertising section of this issue. The company manufactures package filling, sealing and weighing machines and other equipment designed to make them more efficient.

* * * *

Max Rauer, chemist for F. W. Fitch Co., Des Moines, Ia., sailed on the *Bremen*, December 6 for a visit of about six weeks in Europe. Mr. Rauer will spend the holidays with his mother near Dresden, Germany, and later will visit France, including a trip to Grasse, and possibly Switzerland.



GEORGE B. LEWIS

Chicago Trade Notes

The Chicago Perfumery, Soap & Extract Association held its annual fall banquet, at the Webster Hotel on the evening of December 4th. A splendid indication, that prosperity is rapidly pushing "Old Man Business Depression" into the background, was clearly given by the large attendance, numbering about three hundred, which filled to capacity the spacious banquet hall, occupying the entire 14th floor.

The gay and happy throng arrived on the scene of festivities early, prepared to partake of a most excellent turkey dinner, thoughtfully arranged by the entertainment committee.

This committee was in charge of Frank H. Petree, chairman, and consisted of Euclid Snow of Mallinckrodt Chemical Works, Dudley Lum of Givaudan-Delawanna Inc., F. S. Dedrick of Procter & Gamble Co., J. W. Bicks of Carr-Lowrey Glass Co., and J. DeLorme of Riviera Products Co.

It also provided for a most elaborate entertainment, which included eight well known stage celebrities, now appearing in Chicago's most exclusive night clubs, who diligently exerted their best efforts to contribute to the gaiety of the party. A "Red Hot" orchestra drew the happy couples repeatedly to a continuously crowded dance floor, and most willingly assisted, in a generous measure, to the success of the evening by remaining an additional hour.

The tables, arranged in a unique "L" shaped fashion, were artistically decorated with flowers and contained a most liberal assortment of favors, which helped to amuse the members throughout the evening. Following a long established custom, the ladies, who were there in both numbers and gorgeous attractiveness, received the usual souvenir bag, which is always eagerly sought by the fair sex.

The entertainment committee was assisted this year by a special banquet committee in charge of Donald M. Clark as chairman, and consisting of Harold E. Lancaster of Marshall Field & Co., Joseph A. Gauer of Fritzsche Brothers, Inc., Harold G. MacKay of E. N. Rowell Co. and William H. Schutte of P. R. Dreyer, Inc.

This committee handled the task of providing the souvenir bag, which was filled to the brim, with a most lavish assortment of toilet accessories of every description, which were generously donated to the association by their many friends in the manufacturing trade.

The donors to the souvenir bag this year were Colgate-Palmolive-Peet Co., Hazel-Atlas Glass Co., Marshall Field & Co., F. E. Barr & Co., Princess Pat, Ltd., Allen B. Wriley Co., Lady Esther Co., American Can Co., Fritzsche Brothers, Inc., E. N. Rowell Co., Carr-Lowrey Glass Co., Owens-Illinois Glass Co., Western Co., Solo Laboratories, Spic Laboratories, Acme Compact Puff Co., Shush Co., Inc., Chamberlin Mfg. Co., Diamond Alkali Co., R. M. Krause, Cincinnati Soap Co., Walgreen Drug Co., Comfort Mfg. Co., Harriet Hubbard Ayer, Inc., Mallinckrodt Chemical Works, Foley & Co., Franco-American Hygienic Co., La Pompadour Inc., Cudahy Packing Co., Armour & Co., Armand Co., Chicago Cork Works, Helfrich Laboratories, Dr. Scholl Mfg. Co., Pacific Coast Borax Co.,



HAROLD E. LANCASTER



DONALD M. CLARK



WILLIAM H. SCHUTTE

NEW OFFICERS OF CHICAGO PERFUMERY, SOAP & EXTRACT ASSOCIATION

Furlager Mfg. Co., American Commercial Alcohol Corp., F. W. Fitch Co., Arbuckle Bros., and Victor Chemical Works.

The special banquet committee also arranged the surprise feature of the evening, which provided the most excitement and the biggest thrills to the fair sex, especially the lucky winners, which was the distribution of special gifts by lot drawing.

About 40 beautiful, individually selected gifts, having an aggregate value of about \$350.00 were donated by members in the essential oil, chemical and raw material lines and others including the following:

Dodge & Olcott Co., Innis Speiden Co., P. R. Dreyer, Inc., Orbis Products Trading Co., Givaudan-Delawanna, Inc., van Ameringen-Haebler, Inc., Seeley & Co., Monsanto Chemical Works, Heine & Co., A. C. Drury & Co., Antoine Chiris Co., Frank H. Pettee, Neumann-Buslee & Wolfe, Inc., Norda Essential Oil & Chemical Co., Riviera Products Co., Newport Chem. Works, Clarence Morgan & Co., Walter H. Jelly & Co. and Geo. Silver Import Co.

Judging from the congenial spirit displayed by the crowd who continued to visit, at each and every table, the festivities might easily have lasted until sunrise, were it not for the pleading of the orchestra for time to slumber.

* * * *

George A. Roddy, 39, plant superintendent of the Palmolive-Peet Co., Milwaukee, and prominent in local civic affairs, was killed Nov. 27, when he stepped from his automobile into the path of another car. Mr. Roddy was vice-president of the Kiwanis club and active in Community Fund affairs. He is survived by his mother, a sister and three brothers.

* * * *

Pierre Dumond, Inc., has moved its headquarters from 412 Orleans street to larger quarters at 2005 South Michigan avenue. L. B. Weil, president of the company, says that the larger space was necessitated to handle a complete line of toilet accessories which will soon be added to the company's present line of individually blended powders.

* * * *

A. H. Ross, sales manager of the U. S. Bottlers Machinery Co., has returned to his duties after an eight weeks' illness. His many friends in the trade are glad to see him back on the job.

The Chicago Perfumery, Soap & Extract Association, held its annual business meeting and election of officers at the Midland Club on Wednesday, December 3rd.

The popularity of the candidates nominated on the regular ticket, together with the old democratic custom of certain members of "Voting Early and Often," insured this ticket of success, and the candidates were honored by receiving a unanimous vote.

The new president elected for the coming year is Harold E. Lancaster, chief perfumer in charge of the Marshall Field & Co., perfume laboratories. Mr. Lancaster is one of the most popular members of the association and is a most enthusiastic supporter of the organization. Having served as president about eight years ago, as well as serving in every important office and committee, he is ably fitted to hold the reins for the coming year. Considering his constant efforts to promote the welfare of the association, the members can look forward to some peppy meetings and brilliant social affairs throughout the next twelve months while he is in office.

Donald M. Clark, of the Franco American Hygienic Co., was elected vice-president. Mr. Clark was president of the association 10 years ago, and ever since has contributed in a generous measure by diligently serving in some official capacity. His congenial nature and ability to make friends, will insure well attended meetings in the future.

William H. Schutte, the Chicago representative for P. R. Dreyer, Inc., was re-elected for the office of secretary and treasurer. Mr. Schutte was responsible for the introduction of several innovations last year, including the formation of the Golf Auxiliary, which proved such a huge success that it will be retained as a permanent social feature.

* * * *

J. A. Schmidz, head of the Silver Moon Specialty Co., Chicago, manufacturers of cosmetic and manicuring specialties, died in that city early in December after a short illness. Mr. Schmidz was formerly connected with Melba Mfg. Co., and was one of the active pioneers in the toilet preparations industry in the Middle West. He leaves a widow, a son and a daughter who will continue the business.

Paris Trade Notes

ALTHOUGH practically all luxury products have benefited by an important reduction in the rate of luxury tax, the articles of perfumery for which the government, itself, had proposed a tax reduction have alone been subjected to a tax of 12 per cent. This is such unfair treatment that a large number of those interested in the commerce of these products have entered a strong protest. What has increased the discontent is that the retail business of this field which carried only a tax of two per cent on the sale of these products finds itself badly hit by this "law reduction"—Oh irony!—of 12 per cent, which besides other conveniences finds itself obliged to keep a special account for the sale of these articles.

The only excuse for this inconsistency is that the new text was improvised at the last moment during the juggling of the drafting of the law back and forth between the Chambre and the Sénat.

As to the plan developed for the collecting of the tax on perfumery and beauty products sold in the salons it is the unanimous opinion that it is an unheard of complicated one. It is hoped that the Government will realize the truly disadvantageous situation created and adopt the first consideration of the perfumery tax which was a reduction of 50 per cent of the rate.

* * * * *

Among the latest promotions to the rank of Officier du Mérite Agricole (France) is Salvatore Rognetta, owner of the firm Salv. di Deo Rognetta, founded in Reggio di Calabria in 1820 and well known for its oils. Continuing the work of his predecessors, Mr. Rognetta has tried for many years to transform the bare grounds of Saline near Reggio into gardens of bergamot trees.

Mr. Rognetta has long been Consular Agent for France in Reggio di Calabria. It was with great pleasure that we heard of his appointment.

* * * * *

The general meeting of Parfums Marcel Guerlain held August 30th in Paris approved the financial statement of 1929 for which period there will be no payment of dividends. A special meeting held after the above meeting voted to change the name of the company to Société des Parfumeurs Parisiens. The company intends to sell its products under recently acquired trade marks in addition to the mark, Marcel Guerlain, which still remains a trade mark of the French Company.

* * * * *

Bonnie et Cie is the name of a new company formed by Madame Gertrude de Lipski, 38, rue d'Ailly a Saint-Cloud, and John Irake, 28, avenue d'Eylau, Paris, for the wholesale of beauty products. The business address is located at 76, boulevard Malesherbes. The capitalization is 300,000 francs. The company is under the management of Madame de Lipski.

Société des Parfums des Fourrures Weil, 26, rue de la Pépinière, Paris, has changed its name to Société des Parfums Weil.

* * * *

Parfumerie G. Lemoine has recently been organized for the manufacture and sale of perfumes and soaps. Offices have been taken at 137 rue Chevallier, Levallois-Perret and the following directors have been elected: Georges Debray, A. Gallay and H. Sevestre.

* * * *

Capitalization of Société Parisienne des Grandes Marques de Parfumerie, Paris, has been reduced from 1,400,000 francs to 1,000,000 francs by redemption of 4,000 shares.

* * * *

At a special meeting held recently by Société anonyme des Savons U. S. M., 11 rue de Chateaudun, Paris, it was decided to dissolve the company. Henri Bloch, 73 boulevard Victor-Hugo, Clichy, has been appointed liquidator. The company was capitalized for 105,000 francs.

* * * *

La Gynalthine, 3, rue Barbaette, Paris, has been formed recently for the manufacture and sale of perfumes and hygienic products. The company is capitalized for 500,000 francs, consisting of shares of 100 francs each.

* * * *

Under the name of Compagnie Africaine des Plantes à Parfums, Rabat, Morocco, a company had been organized for the cultivation and sale of perfume plants and the distillation of essential oils. The capitalization is set at 10,000,000 francs, consisting of shares of 500 francs each.

We understand that the technical direction will be under the supervision of Bruno-Court Grasse, who are represented in the United States by van Ameringen-Haebler, Inc., New York City. Other directors are la Compagnie générale du Maroc, la Societe Cherifienne de Participations, Ed. de Joannis, P. Gentien, Charles and Maximilien Begouen and Ch. Cahen.

* * * *

The address of Parfumerie Internationale Corday has been changed from 56, rue Louis-Blanc, Courbevoie, to 14, rue du Centre, Garenne (Seine).

* * * *

Etablissements Carmina is a new company established for the manufacture and sale of a dentifrice known as "Carmina Email" and also perfumery products. The offices of the company will be located at 120, rue Vieille-du-Temple, Paris. The capitalization is fixed at 100,000 francs represented by 1,000 shares of 100 francs each.

The management is under the direction of Jean Candelle.

* * * *

It is interesting to note that France, one of our keenest competitors in most of our foreign markets for toilet preparations consumed \$109,000 worth of American toiletries in 1929.



British Trade Notes

A NEW perfumed spirit has been introduced for use in cigarette and cigar lighters, in which there is a big Christmas trade. The spirit has several valuable properties. If a drop is spilled on clothing it does no harm, being an effective grease remover. It is being sold in colors as well as white, and costs only 12 cents for a good-sized bottle. It gives an instantaneous light.

* * * *

The second annual report of the Viking Whaling Co., and the first covering a full season's operations, makes a favorable showing. On its issued capital of £331,500 the company earned a net profit for the year ended October 31 of £126,628, and the directors have declared a final dividend of 7 per cent on the Ordinary stock, making 13 per cent for the year. The company operates a large fleet and a modern factory ship. A large proportion of its assets are invested in Norwegian whaling concerns. Expenditure in connection with its 1930-31 whaling expedition is placed at £71,404.

* * * *

Comparing Englishwomen and American women on arriving in London from New York, Mme. Helena Rubinstein said: "If an Englishwoman goes in for beauty treatment she will go through with it. She likes to look well, and it comes natural to her to do so. American women are perhaps more vain. They will stop at nothing to improve themselves—and they don't mind what they spend in time or money. There are two kinds of English women I find most interesting. First, there is the type who always wears sports clothes and a brimmed hat. She does not pay a lot of attention to her looks, yet she looks nice. The second kind is very well dressed and well made up, and wears a little beret which exposes her forehead and leaves her eyes unsheltered. Her skin is good because she thoroughly gives her time to it. She, too, looks nice, but I prefer the former. Women forget their eyes. They are careful about eyebrows, eyelashes, skin, hair, and the rest of it—and never go in for eye exercises. Simple ones are very beneficial, maintaining the brightness. I am busy experimenting with a new slimming treatment for ankles. That is another thing that women forget. Mauve and green powders are popular, mauve being especially suitable to blonde people."

* * * *

A former wife of the Duke of Westminster, the richest living Englishman, has opened a luxurious beauty parlor in Bond Street, London. She is the Hon. Mrs. Frederick Cripps, a daughter-in-law of Lord Parmoor, former Lord Chancellor. Mrs. Cripps has purchased an old-established but otherwise very ordinary business of its kind.



By dint of hard work, however, she has converted it into a veritable little palace of deep pile carpets, brilliant lights, comfort, and up-to-date coiffure. She supervises the whole of the now large business. When the conversion was complete Mrs. Cripps decreed that the establishment should have a special opening, to which all the elite of London society received invitations. No beauty business could have had a more distinguished send-off. The inaugural took the form of a cocktail party and was attended by Lord Louis Mountbatten, Lady Curzon of Kedleston, Lady Innes-Kerr, the Marchioness of Blandford, Viscount Furneaux, Prince Bismarck, Lord Plunket, and 70 other people almost equally well-known.

Behind the counter in this beauty shop works another well-known society woman—Lady Patricia Ward, the Earl of Dudley's daughter. Dressed in a black dress

and white collar and cuffs like an ordinary shop saleslady, she sells cosmetics behind the counter. Ask if she liked the work, Lady Patricia answered:

"Of course; it's hard work, but as pleasant as hundreds of other ways of earning a living."

The whole of the establishment is brilliantly lighted, but if there is one apartment more striking than the rest it is, strangely enough, the basement, on which one can look from the ground floor. It has the appearance of a richly-furnished parlor in a well-appointed house. The cubicles on the other floors are open with the exception of a few, where such delicate operations as converting brunettes into blondes and vice versa, takes place. These cubicles are the secret chambers of the establishment.

* * * *

Probably the oldest member of the British soap trade, Kenneth Yardley Gibbs, passed away recently at Epping, Essex, aged 75. He was the eldest surviving son of William Alfred Gibbs and joined the firm of D. & W. Gibbs in 1873. From the first he devoted himself to the manufacturing end of the business, in which he took an active part to the end. Few men had so wide a knowledge and experience of soap making. He became managing director when the business was converted into a private limited company, and finally became chairman. Mr. Gibbs was of a kindly and retiring disposition, a great worker, and an ardent Nature lover.

* * * *

A novelty now being nationally advertised is the "Tempo" hygienic handkerchief, which is composed of eight thicknesses of highly absorbent "Visa-bella" material finished to look like linen and impregnated with menthol and eau-de-cologne. It is claimed to be germicidal to influenza and cold germs.

In Memoriam for Departed Friends

ALLEN, EDWARD RANSOME, chairman of Stafford Allen & Sons, Ltd., London, England, December, 1916.

CALISHER, AARON B., of Oakley & Co., New York, December, 1917.

COBB, LESTER A., Strong, Cobb & Co., Cleveland, Ohio, December, 1926.

DALEISON, ALEXANDRE, broker in perfume raw materials, Grasse, France, December, 1928.

FRENCH, GEORGE JACKSON, president of the R. T. French Co., Rochester, N. Y., December, 1926.

FRITZSCHE, ERNEST T., senior member of Schimmel & Co., essential oils and chemicals, Leipzig, December, 1916.

HATHAWAY, WALTER T., purchasing agent for Colgate & Co., New York City, December, 1925.

HEWITT, ARCHIE, president and founder Hewitt Brothers Soap Co., Dayton, Ohio, December, 1924.

HOLMAN, ERNEST CHARLES, vice-president of the De-Lorme Holman Co. and ex-president, Chicago Perfumery, Soap and Extract Association, December, 1921.

HORNER, MAJOR JAMES BROWN, essential oils, New York, December, 1914.

KEMP, COL. HORACE G., of L. H. Kemp & Son, soap manufacturers, Cambridge, Mass., December, 1914.

MARSH, CHARLES E., retired soap manufacturer, Lynn, Mass., December, 1929.

PLOUGH, MOSES, vice-president of Plough Chemical Co., Memphis, Tenn., December, 1926.

RAMSDELL, CLIFFORD, of Daggett & Ramsell, New York City, December, 1911.

ROBINSON, FREDERICK A., soap manufacturer, Malden, Mass., December, 1907.

SÉVE ELISÉE, of Pilar Frères, Grasse, France, December, 1926.

SILVIN, LEON, president of Société des Papiers Keller-Dorian, Lyon, France, December, 1927.

TERRISSE, JULES, one of the founders of M. Naef & Co., aromatic synthetics, Geneva, Switzerland, December, 1916.

VAIL, ARAUNA M., senior member of Vail Bros., perfumery and toilet preparations, Philadelphia; at Atlantic City, December, 1924.

WILDEY, AMBROSE S., vice-president and general sales manager for Marinello Co., New York, December, 1924.

WRIGLEY, WILLIAM, of the Wrigley Manufacturing Co., soaps, Philadelphia, Pa., December, 1909.

Ernst Köthner

Ernst Köthner, senior partner of the firm of J. F. Schwarzlose Söhne, Berlin, died in that city November 8 at the age of 58. Mr. Köthner was the grandson of the late Joachim Friederich Schwarzlose, founder of the house, and had been connected with it for 38 years. For the last 28 years he has been in full control.

* * *

G. A. Popplebaum

G. A. Popplebaum died at his home in Chicago, November 17, at the age of 67. Mr. Popplebaum had been Chicago representative of the Hazel-Atlas Glass Co., Wheeling, W. Va., for 35 years, retiring about seven years ago. He leaves a widow.

Henri Rigaud

Henri Rigaud, president of the Conseil d' Administration of Etablissements Rigaud, Paris, died early in November. Among the many friends and relatives attending the funeral services which were held at the church of St. Pierre-de-Chaillot, on November 7th were many perfumers and people connected with the industry, who were present to pay a last tribute to Mr. Rigaud.

Not only will Mr. Rigaud be missed in the perfume industry in which he took an active part, but also by a host of other friends as he was prominent in public affairs as Conseiller du Commerce Extérieur de la France. He was also a Chevalier of the Legion of Honor.

We wish to express our sympathy to his family as well as to MM. Dalissier and Demaraist, directors of Etablissements Rigaud.

Book Review

(Copies of Books Reviewed in this Column, and Other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

Third Volume on Aldehydes

DIE RIECHSTOFFE UND IHRE DERIVATE (Perfumes and their Derivatives). By Director Alfred Wagner, Editor of "Die Riechstoffindustrie," with the assistance of experts. A. Hertleben's Verlag, Vienna and Leipzig. Vol. I, Aldehydes; Part III, Aromatic Oxyaldehydes with saturated side chains, Divalent Oxyaldehydes, Ethers of aromatic oxyaldehydes with saturated and with unsaturated side chains, Aroxylaldehydes. By Director Alfred Wagner, Chem. Alfons M. Burger and Dr. F. Elze. 1930, pp. XV + 312 (775-1087); Price: Sold only with Vols. I and II at \$19.50 per set.

A general outline of the plan and scope of this valuable and comprehensive treatise, and a review of Parts I and II, will be found in previous issues of the AMERICAN PERFUMER (24, 495-6, Oct., 1929; 25, 109-10, Apr., 1930).

This part is fully up to its predecessors in the thoroughness with which the compounds are treated, in the wealth of information presented, the tabulations and diagrammatic charts outlining methods of preparation, and in the general excellence of its paper, printing and appearance.

The substances described include such important or interesting ones as salicylic and anisic aldehydes, vanillin, piperonal, ethyl vanillin, safrovanillin, asarylic, syringic, myristicinic and apiolic aldehydes.

The arrangement of the subject matter is essentially the same as in Parts I and II, the compounds grouped under the major headings being arranged in the order of ascending molecular weights, each individual aldehyde being described with reference to its history, constitution, occurrence, preparation, physical and chemical properties, derivatives, tests for identification, microchemistry, reactions, and methods of estimation.

Of ethers of aromatic hydroxy aldehydes with satu-

rated side chains, the only ones described are the monomethyl ether of resorcylic aldehyde, and the 4- and 5-methoxy salicylic aldehydes. Of those with unsaturated side chains, 2- and 4-methoxy cinnamic aldehydes are given. Of aroxyl aldehydes, p-cresoxy acetraldehyde, cresoxy-isopropionic aldehydes, xylenoxy acetaldehyde, and a few others appear.

The book should be available in all laboratories engaged in research work which has to do with this field.

MARSTON T. BOGERT.

Circulars, Price Lists, Etc.

NEWPORT CHEMICAL WORKS, INC., New York City, has advised us of a series of interesting new raw materials for the perfume industry, which it has just placed on the market under the name "Colloidaromes." These products, according to the company's announcement are aromatic products of the highest quality dispersed in a colloidal medium. They remain suspended in extremely fine particles and hence are readily miscible in water and aqueous solutions. The company believes that many industries in which the difficulty of obtaining alcohol has obstructed freedom of production will find these new products of considerable interest and importance. Colloidaromes are especially recommended by Newport Chemical Works as economical odor producing substances for manufacturers of perfumes and cosmetics, liquid soaps, theatre sprays, deodorizing liquids, cleaning compounds and many other products in which odors play an important part. Samples and descriptive matter may be had by applying to the company at 260 West Broadway, New York.

* * * *

GIVAUDAN-DELAWANNA INC., New York City writes as follows regarding a new product known as "Moskene": "For the past forty years numerous different nitrogenous products have been developed but none of them have met with any interest in the perfumery industry. Thus the only ones which have been used are the well-known musk ambrette, musk ketone and musk xylol.

"L. Givaudan & Co., Geneva, maintains an extensive research laboratory and personnel, and through their efforts an entirely new definite chemical body has been found which we designate as 'Moskene.' This product holds real promise in the perfumery field for it has characteristics which none of the other musks possess.

"From an aromatic standpoint it can be classified in odor as being between musk ketone and musk ambrette, but has decidedly more of an ambrette seed character than the latter. Another virtue of 'Moskene' is its extreme tenacity, it being much more lasting than any of the other musks, and this in itself makes it a valuable adjunct to the perfumers' choice of basic materials.

"Moskene" is of a light yellow rhomboid crystalline structure, having a melting point of 132.5-133° C. and is soluble in these proportions: 8 gr. per kg. alcohol, 88 gr. per kg. diethyl phthalate, 100 gr. per kg. benzyl benzoate, soluble in most essential oils.

"Moskene" has been protected by patents in all countries and we have installed the proper manufacturing facilities which enable us to make 'Moskene' available to American perfumers. The advent of this

product has created a great deal of interest among European perfumers and it signifies the importance attributed to research development work by L. Givaudan & Co. There is no question but that 'Moskene' will be welcome to American perfumers and it is expected that within a short time it will be extensively employed in this country."

* * * *

BOND MANUFACTURING CORP., Wilmington, Del., has sent us the following description of the new coating ink which it is using:

"It might be interesting to the users of collapsible tubes to know that we have a new development in coating ink, used on collapsible tubes. The advantages we claim for it are these: 1. High resistance to alkali. 2. Freedom from cracking even after long periods of time. 3. Retention of adhesion and gloss on lead tubes particularly. 4. Retention of color.

"Its resistance to alkali should be of particular interest to manufacturers of shaving creams and tooth pastes. All of the most strongly alkaline of these can be rubbed on the coating without affecting it. Furthermore, it will not have the dilapidated appearance that tubes get when left on the washstand. Lead tubes, coated with it, have the appearance of tin tubes, do not crack in bending, nor lose their gloss and whiteness.

"Our laboratory has been working for a long time to develop a coating with these characteristics. This inquiry is being sent to you to advise you that this coating is now being produced by us, with the idea that you would welcome a decided improvement in the tube you are now marketing."

* * * *

MAGNUS, MABEE & REYNARD, INC., New York City, in their November-December price list and catalogue, attractively feature *Rosesol* in the center spread of the booklet. On the inside front cover attention is called to the company's Special Formulas Department, and the back cover may be clipped into a business-reply postcard for use by the customer.

In this issue a photograph and biography of Edgar A. Lessells is given. Mr. Lessells has served the greatest number of years of anyone with the organization, and was third to be elected to membership in the MM&R Twenty Year Club. He became connected with Magnus & Lauer, the predecessor of Magnus, Mabee & Reynard, Inc., in December, 1898, as representative in the Metropolitan territory, and in 1909 he was made manager and superintendent of factory operations. He continued in this capacity until 1920 when he assumed control of traffic and shipping.

* * * *

THE PFAUDLER CO., Rochester, N. Y., has issued an interesting circular on a cold cream and shaving cream mixer. The mixer is equipped with motor-driven, double-motion agitator and tilting mechanism, and is made in capacities ranging from 50 to 500 gallons. The company states that it is designed particularly for the preparation of face creams, shaving creams and similar products, and that it produces a product fine in texture and free from discoloration. The operation of the agitator is controlled so that the minimum incorporation of air in the mixer is assured.

(Continued on Page 648)

New Incorporations

NOTE.—*Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."*

American Daily Products, Borough of Brooklyn, N. Y., toilet preparations, \$10,000. A. R. Kartzman, 16 Court street, Brooklyn, N. Y.

Pine Tree Products Distributors, Borough of Manhattan, N. Y., soaps, 300 shares common stock. G. A. Enright, 580 Fifth avenue, New York, N. Y.

Joan Aesthetics, Borough of Manhattan, N. Y., cosmetics, \$10,000. O. L. Meyerson, 1,476 Broadway, New York, N. Y.

Magdent Laboratories, Borough of Manhattan, N. Y., toilet preparations, \$20,000. J. M. Bolstein, 26 Court street, Brooklyn, N. Y.

Hollywood Eve Toilet Products Corp., Borough of Manhattan, N. Y., \$5,000. Markewich & Null, 51 Chambers street, New York, N. Y.

Bracer Laboratories, Borough of Queens, N. Y., cosmetics, \$50,000. C. M. Davis, 342 Madison avenue, New York, N. Y.

Norwalk Perfumery Co., Norwalk, Conn., manufacture toilet articles and perfumes, \$50,000, 500 shares of stock at \$100 each. The company will start business with \$2,000. The incorporators are Rudolph D. Bovi, Norwalk, Grace Griffiths, Stamford, and William S. Legget, Riverside.

American Commodities Corp., Wilmington, Del., toilet articles, proprietary remedies, \$125,000, 100,000 shares common stock. Corporation Trust Co., Wilmington, Del.

Colonial Kreemaze Products Co., Borough of Manhattan, N. Y., flavoring products, \$10,000. F. C. Korman, 11 West 42nd street, New York, N. Y.

Rondell Products, Borough of Manhattan, N. Y., flavoring extracts, 200 shares common stock. Van Buren & Hilldale, 16 East 43rd street, New York, N. Y.

Allied Products, Borough of Manhattan, N. Y., cosmetics, \$20,000. Breed, Abbott & Morgan, 15 Broad street, New York, N. Y.

Lou's Perfume Shops, Borough of the Bronx, N. Y., cosmetics, \$10,000. M. Alterman, 277 Broadway, New York, N. Y.

Lockwood-Bertie, Ocean City, N. J., manufacture cosmetics, etc., \$250,000 preferred stock; 25,000 shares of common stock. George R. Greis, Ocean City, N. J.

Eyglo Co., Borough of Manhattan, N. Y., cosmetics, 300 shares common stock. W. W. Young, 2 Lafayette street, New York, N. Y.

R-Val Laboratories, Inc., Indianapolis, Ind., manufacture and sale of toilet and chemical articles, 100 shares having a par value of \$100 each. Incorporators are A. L. Johnson, R. V. Converse and E. C. Berryhill.

Business Troubles

Allison Drug Stores, Inc., Fortieth avenue, and Ninth street, Long Island City, N. Y. The company operates eleven retail stores and has liabilities of \$400,000. Harold M. Kennedy and the Irving Trust Company were appointed by Judge Patterson. Bank-

ruptcy proceedings originated against the company in the Federal Court in Brooklyn.

Edward J. Finkelstein, doing business as Cromwell Avenue Pharmacy, 2 East 167th street and Ogden Pharmacy, 1361 Ogden avenue, Brooklyn, N. Y. Liabilities, \$59,328; assets, \$23,275; main item being stock and fixtures \$21,000. Principal creditors listed are Hyman Levy, \$18,000, secured; Charles Langer, \$7,500 secured.

Nathan Brodkin, 37-55 Ninety-fifth street, Jackson Heights, L. I., pharmacist. Liabilities, \$4,360; assets, none.

Nathan Friedman, 3711 Eighteenth avenue, Brooklyn, N. Y., druggist, has made an assignment to Gustave A. Cymberg, 611 Argyle Road, Brooklyn, N. Y.

Sara L. Wilcox, Buffalo, N. Y., beauty shop proprietor. Liabilities, \$11,850.80; assets, \$7,550, and secured claims \$6,256.80.

Charles Rubin, 4,879 Broadway, New York, N. Y., pharmacist. Liabilities, \$55,590; assets, \$44,695, main items being real estate, \$18,000, judgment claim, \$16,000, stock and figures, \$10,525. Principal creditors listed are Bond & Mortgage Guarantee Co. \$10,300, secured; Joseph Hecht, \$4,964, secured; Sam Rubin, \$3,000; Edward A. Newman, \$3,000.

Frederick Wagner, 485 East 180th street, New York, N. Y., retail drugs, has assigned to Abraham Strauss, 151 West 40th street. Charles Entmacher, 949 Broadway, attorney for the assignee.

Samuel Chess, doing business as Chess Pharmacy, 739 West End avenue, New York, N. Y. No schedules filed.

Lucille Buhl, Inc., 3 West 19th street and 2 West 45th street, New York, N. Y., cosmetics. Liabilities, \$51,921; assets, \$1,037, consisting of accounts. Principal creditors listed are A. H. Hutscher, \$11,112; E. H. B. Watson, \$11,600; Edgar Palmer, \$12,900; and Zilph H. Palmer, \$8,600.

Benjamin Bratter, 427 Edgecombe avenue, New York, N. Y., druggist. Liabilities, \$7,601; assets, \$4,110. The Irving Trust has been appointed receiver.

Harold Raymond Bronk, 8,425 Fifth avenue, Brooklyn, N. Y., doing business as Rutherford Pharmacy, by Towns and James for \$2,354; Kraus & Kraus, \$36, and Bic Medical Research Laboratory, Inc., \$10. Judge Inch has appointed Louis J. Castellano, 32 Court street, Brooklyn, N. Y., receiver in bond of \$4,000.

Sidney Sherman, 87-25 Roosevelt avenue, Jackson Heights, L. I., druggist. Liabilities, \$13,301; assets, \$3,000.

Jacob H. Cipperman, Niagara Falls, N. Y., druggist. Liabilities, \$9,631.61; assets, \$5,875 and secured claims, \$7,520.

C. B. Soyas, Chicago, Ill., drug store. Involuntary creditors include American Medicinal Spirits Company.

Subscription Price Trifling

Maison Blanche Toilet Co.

We have always found THE PERFUMER very valuable and think it is the outstanding publication of its kind. The price of a year's subscription is a very trifling matter, when one considers the valuable information it furnishes. We always look forward with pleasure to the receipt of your journal.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

THE Karl Kiefer Machine Company of Cincinnati offers a new machine for the cleaning of bottles with compressed air for which it makes the following claims:

"It is believed that this method may, in a great many instances, take the place of the usual rinsing or washing and that it is especially advantageous for cleaning containers that are to be filled with oil products, powders, salts, etc., where bone-dry containers are necessary. It is said to eliminate a lot of costly handling over the old method of washing and drying, facilitate production and save factory space.

"Many modern plants are so organized and systematized that with other raw materials and supplies, shipments of bottles are scheduled to be received in just sufficient lots for immediate use, with a margin of safety for extra demands. Thus the bottles do not stand around the factory before use and accumulate dirt.

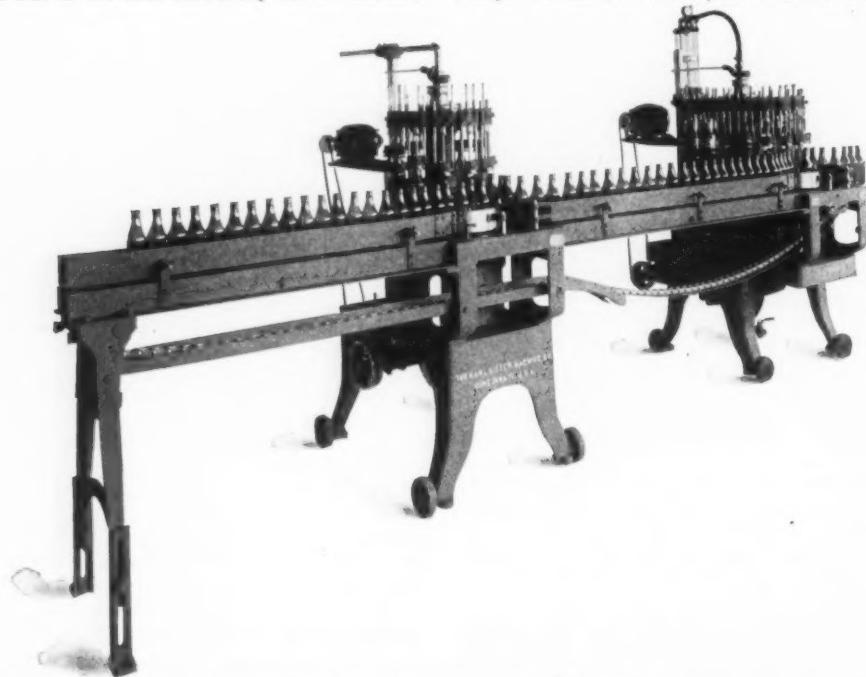
"With the highly perfected machinery for making bottles and due to the fact that many bottles are now

pressed air is introduced, such foreign matter is instantly removed.

"The machine illustrated here in the center of the photograph automatically handles and cleans bottles by this process of blowing. The machine handles the bottles on the well-known principle of the Kiefer Automatic Rotary Vacuum Filling Machine. The bottles are simply stacked on a feed conveyor which carries them to the machine proper. Here the bottles are fed automatically into the machine by means of a star feed wheel. Each bottle is thus placed on a separate tray, which lifts the bottles up so that a blowing tube enters into the bottle. As the bottles are carried around the machine, one or more blasts of air are given the bottle as desired. The bottles are then discharged automatically from the machine.

"In plants not equipped with compressed air system an air compressor is, of course, necessary and the air should pass through a filter. Various sizes of bottles may be handled and the Kiefer Blower is made in 8-tube, 12-tube, 18-tube and 24-tubes sizes. It is reported that in one plant a 12-tube machine is handling 8-oz. bottles at a speed of 110 a minute.

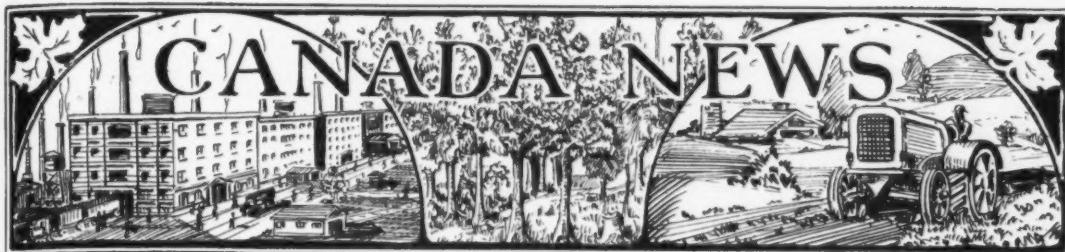
"The illustration shows the blower connected to a Kiefer 18-Stem Automatic Rotary Vacuum Filling Machine. The bottles thus travel uninterrupted and without handling by an operator from the time they are put on the feed conveyor to the blower. They go



shipped to the purchaser in cartons or otherwise well protected packages, these bottles reach him in a reasonably clear condition. Of course, there is a little dust in the bottles, little particles of fibre from the shipping cartons, etc., but it has been demonstrated that such foreign matter can be easily removed from the bottles by means of a blast of air. In fact, even iron filings or similar heavy particles can be put in a bottle and with the bottle in an upright position when com-

automatically right on through the blower, thence into the filling machine and may again go automatically onto a conveyor, or into a capper.

"Besides this automatic equipment, the Kiefer Company advises that it also manufactures smaller blowing machines of a semi-automatic type. Furthermore, this manufacturer has a line of rinsing, sterilizing and drying equipment for bottles and jars where that method of cleaning glass is required."



Montreal

INTERNATIONAL Proprietaries Limited, Montreal, have declared a special participation dividend of 15 cents per share in addition to the regular quarterly dividend of 65 cents on the class A stock of the company payable December 15.

Harold F. Ritchie, president of the company, states that the earnings of International Proprietaries Limited have been consistently upward since incorporation took place two years ago with the result that the excellent record made by J. C. Eno for a period of 60 years has been well maintained. Earnings for 1928 amounted to \$1,118,642 and for the following year to \$1,270,482. The total business of the allied companies for the eight months ending August 31st, this year, he says, shows a substantial increase over the same period of last year.

* * * *

The financial statement for Canadian Industrial Alcohol for the fiscal year ended September 30 has just been issued. Net profits were down with a total of \$523,770 as compared with \$2,073,977 shown a year ago. This amount proved more than sufficient, however, to meet a single quarter's distribution of dividends of \$415,307 and there was left a surplus, after, of \$108,462.

The net profits for the year which are shown after deducting administration expenses and making provision for depreciation and income tax were equivalent to 48 per cent a share on the combined total of 1,092,915 shares of "A" and "B" stock. This amount compares with earnings of \$1.90 a share shown the previous year.

* * * *

Joseph Contant, the "Grand Old Man" of Quebec Pharmacy, recently passed his 82nd milestone at his home in Montreal. He is just as keenly interested in his business as at any time in his career. He was one of the original registrants under the Quebec Pharmacy Act.

* * * *

F. G. Greenleese, Canadian manager of the Pro-phyllactic Brush Co. for the past twelve years, has resigned his position.

* * * *

Twenty-four drug stores in Montreal have been held up by bandits during the past three months.

* * * *

D. Harold Reid, Winnipeg, won the first prize (\$300) in the Lux Toilet Soap Window Dressing Contest.

* * * *

The Pharmaceutical Association of British Columbia recently held its examinations for pharmacy certificates.

Toronto

A CONCERTED drive for the strictest enforcement of the Lord's Day Act, in which drug stores are singled out for special attention is being launched by the Toronto presbyteries of the United Church of Canada.

* * * *

Members of the sales staff of the National Drug and Chemical Co. of Canada held their annual meeting at the Royal York Hotel, Toronto, during the past month. Business conditions and service plans for the future were the keynote of the convention. T. A. Henderson, general manager, Montreal, was in the chair. Several visitors from Chicago were among the principal speakers.

* * * *

The travellers who make up the Travelling Men's Auxiliary of the O. R. D. A. have formed a benevolent fund and employment committee to aid sick members and help place unemployed members.

* * * *

A. R. Payne, president and general manager of the Owl Drug Stores, Ltd., Toronto, is in charge of the druggists' class course in retail merchandising being conducted by the University of Toronto and the Retail Merchants Association.

* * * *

A complimentary dinner was tendered Joseph T. Crowder, former pharmacist of Vancouver, at the Royal York Hotel, Toronto, on his retirement from the presidency of the Retail Merchants Association of Canada.

* * * *

On November 28 at Toronto the annual bowling tournament of the drug travellers and the Hamilton retail druggists took place, the retailers winning.

* * * *

John E. Gayfer, retail druggist of Ingersoll, Ont., was elected recently to the post of presidency of the Alexandra General Hospital Trust for 1931.

* * * *

The Ontario College of Pharmacy at its recent semi-annual meeting sent a congratulatory telegram to Hon. T. G. Murphy, Minister of the Interior in the Dominion Government. Mr. Murphy is a retail druggist in his native town in Manitoba.

* * * *

The G. Tamblyn, Ltd., chain of drug stores, opened its fiftieth branch at Chatham, Ont., last month.

* * * *

The final in the Druggists' golf tournament at Vancouver, B. C., was played recently, the honors being evenly divided among the members playing.

J. Constable, manager of the Steel Co. of Canada plant at Point Edward, Ont., will establish a firm at Winsor, Ont., for the manufacture of chemical cleaning compounds.

* * *

W. W. Stephens, manager of the Drug Trading Co., Toronto, was elected vice-president of the Federal Wholesale Druggists Association at the annual meeting of that body at Rochester, N. Y.

* * *

J. N. C. Hill, Phm.B., who has been connected with a number of chemical and drug manufacturing concerns in the United States for the past dozen years, has returned to Toronto to become head of the Hill Nut Co.

* * *

Albert Garceau, convicted of armed robbery, when he entered a drug store and held up the employees and stole \$20, was sentenced to 15 years in penitentiary and 10 strokes of the strap.

* * *

Frank Hyde, Woodstock, Ont., was elected president of the Ontario Hockey Association; and Percy Bond, another druggist of Peterboro, was elected vice-president.

* * *

The Pharmacy hockey club were defeated by the School of Practical Science for the Mulock Cup recently by 15 to 1. But Pharmacy beat the "Meds" 3 to 0 before that.

* * *

V. E. Christilaw, Hamilton, and F. N. Hughes, Sarnia, have been appointed to the examining board of the Ontario College of Pharmacy.

* * *

On November 26 Northrop & Lyman Co., Ltd., Toronto, celebrated their 100th weekly broadcast over Canadian radio. The company has been in existence for 76 years.

* * *

Drug stores throughout Canada are still objects for armed bandits. During the past month reports of unlawful entry have been made in stores in Toronto, Vancouver, Chilliwack, B. C.; Calgary; Winnipeg, and Montreal.

* * *

Pharmacy defeated Wycliffe at football in Toronto recently by a score of 1 to 0.

* * *

Ottawa has a Druggists' Athletic Association and this winter proposed to launch a hockey league.

* * *

Brantford druggists are not in favor of the general closing of drug stores on Sunday.

* * *

Pinaud, Limited, are putting out their productions in new dress.

* * *

Henry K. Wampole & Co. are on December 18 cele- brating with a banquet the 25th anniversary of their moving from Toronto to Perth, Ont.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS REGISTERED

"Alveo". Toilet preparations and articles. Arthur G. Penman, Toronto, Ont.

"Persian Balm". Toilet preparation. Northrop & Lyman Co., Ltd., Toronto, Ont.

"California Rose Pom Pom". Toilet preparations. E. L. Robideau and J. Edmond Belisle, Cornwall, Ont.

"Health-O". Toilet preparations. The Milson Co., Cincinnati, Ohio.

"Speedex". Shaving cream and shaving soap, and other toilet articles. The Iliff Jones Co., Pittsburgh, Pa.

"Betty Lou". Toilet preparations. Columbia Plush & Puff Co., Inc., Brooklyn, N. Y.

"L'Aimant". Soap and rouges. Coty, societe anonyme, 23 Place Vendome, Paris, France.

"Uzon". Perfumery, brilliantine, toilet articles, preparations for the teeth and hair, and perfumed soap. Edwards' Harlene Ltd., 20 to 26, Lamb's Conduit St., London, England.

"Meteor". Detergents, soaps, cleansers and cleansing materials. Associated Chemical Co. of Canada, Ltd., Toronto, Canada.

"Abrac". Flavourings, colorings and essences. A. Boake, Roberts & Co., Ltd., 100 Carpenters Road, Stratford, London, England.

"Vitalis". Hair Tonic. Lewis Bros., Inc., New York City.

"Good Luck". Soap. The Procter & Gamble Co., a corporation of the city of Cincinnati, Ohio.

"Trufruit Extract". Fruit extracts. A. Boake, Roberts & Co., Ltd., 100 Carpenters Road, Stratford, London, England.

"Drydex". Fruit and vegetable extracts, essences and flavourings. A. Boake, Roberts & Co., Ltd., 100 Carpenters Road, Stratford, London, England.

Female figure seated with crossed legs in Oriental fashion and with arms bent in such a manner that the hands are in line with the shoulders. Toilet preparations. Eugene, Ltd., 31 Dover St., Piccadilly, London, England.

"Vibert Frères". Perfumes, soaps, and rouge. La Parfumerie Vibert Freres, Lanquest Freres, Societe a Responsabilite Limitee. 60 Blvd. de Sebastopol, Paris, France.

PATENTS GRANTED

305,571.—Acid Tooth Paste. Johannes Freng, Oslo, Norway.

305,769.—Paste Tube. Simon Irving Copen, Chelsea, Mass.

Sure to Return

It is not only our duty to be pleasant to others—it is our privilege.

The pleasantness we pass out is sure to return, and we need it.—*The Silent Partner*.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

289,772.—Van Ameringen-Haebler, Inc., New York, N. Y. (July 18, 1929.)—Basic flavoring compounds for the production of food flavors.

290,344.—Charles A. DeLone, doing business as Enoled Laboratories, Harrisburg, Pa. (Aug. 11, 1922.)—Mouth wash and antiseptic for the gums after extracting teeth.

291,125.—William W. Hobe, doing business as Hobe Cie., New York, N. Y. (Sept. 23, 1929.)—Perfumes, face creams, face powders, rouges and lip sticks.

293,928.—Mellier Co., Perfumer, St. Louis, Mo., and New York, N. Y. (June 30, 1922.)—Toilet preparations.

296,638.—Alexandra de Markoff, Inc., New York, N. Y. (Jan. 17, 1930.)—Cosmetics.

296,730.—Chicago Sanitary Products Co., doing business as Cleanwell Mfg. Co., Chicago, Ill. (Jan. 30, 1930.)—Liquid soap, laundry soap, and toilet soaps.

297,512.—Cecelia Belle, Inc., New York, N. Y. (Mar. 1, 1930.)—Toilet preparations.

297,518, 297,519.—Cluny, Inc., New York, N. Y. (Mar. 1, 1930.)—Toilet preparations.

297,631.—Victor W. Titus, New York, N. Y. (June 15, 1928.)—Massage cream.

299,297.—American Progress Co., Atlantic City, N. J. (Dec. 14, 1929.)—Powdered cleaning material in the nature of soap.

299,569.—General Cosmetics Corp., New York, N. Y. (May 15, 1929.)—Toilet preparations.

302,243.—Food Flavors Corp., New York, N. Y. (Apr. 24, 1930.)—Food flavors.

302,579.—Household Utilities Co., Chicago, Ill. (Sept. 1928.)—Toilet preparations.

303,438.—Dagmar M. Hair, doing business as Mi King Chemical Co., Denver, Colo. (Nov. 1, 1925.)—Toilet products.

303,667.—Jeanne Trarieux, Paris, France. (Mar. 25, 1930.)—Hygienic lotion for massage.

303,698.—Thomas Pantaz, New York City. (Nov. 1920.)—Hair pomade.

303,762.—Dodge & Olcott Co., New York City. (June 30, 1930.)—Coffee flavors and coffee extracts for food flavoring purposes and coffee substitutes.

304,233, 304,234.—California Crushed Fruit Corporation, Los Angeles, Calif. (Jan. 1, 1930. Jan. 1, 1928.)—Extracts.

304,246.—Louis Mocq, New York, N. Y. (July 17, 1930.)—Toilet preparations.

304,305.—Anti-Erozon Laboratories, Inc., Miami, Fla. (Mar. 1, 1930.)—Tooth paste.

304,404.—Greengard's Vanity Shop, Brooklyn, N. Y. (June 25, 1930.)—Toilet preparations.

304,971.—Pierre Process, Inc., New York, N. Y. (Mar. 10, 1930.)—Hair rinses.

304,994.—Carle, Inc., Des Moines, Ia. (July 26, 1930.)—Perfume.

305,007.—Aram Kamalian, Hollywood, Calif. (Oct. 28, 1928.)—Perfumes.

305,189.—The Kurlash Co., Inc., Rochester, N. Y. (Mar. 10, 1929.)—Eyeshading preparation in compact form.

305,220.—Idda Francis, doing business as Oriental Herb Remedy Co., New York, N. Y. (Oct. 1927.)—Toilet preparations.

305,361.—Wensley S. Lawrence, doing business as Lawrence Laboratories, Memphis, Tenn. (Aug. 1, 1930.)—Shampoos.

305,418.—Solomon, Armstrong & Co., Ltd., Kingston, Jamaica. (May 20, 1930.)—Perfumes, toilet water, and essential oil.

305,453.—Pal Products Co., Inc., Brooklyn, N. Y. (Mar. 3, 1930.)—Soap powder.

305,763.—Ries & Porter Co., Inc., doing business as Ries & Porter Co., Chicago, Ill. (Jan. 1, 1930.)—Food flavoring extracts.

305,807.—Dixie Deb, Atlanta, Ga. (Aug. 29, 1930.)—Toilet preparations.

305,874.—Pharmaceutical Research Corp., Wilmington, Del. (Mar. 1, 1930.)—Mouth wash.

305,914.—John W. Walters, doing business as Denocin Products Co., Indianapolis, Ind. (Dec., 1926.)—Mouth wash.

305,963.—Chemische Fabrik Promonta Gesellschaft mit Beschränkter Haftung, Hamburg, Germany. (Aug. 9, 1930.)—Hair tonic.

306,039.—American Girl Products, New York, N. Y. (Aug. 18, 1930.)—Toilet creams for cleansing the skin, nourishing the tissues, for a base for powder, and for protection against sunburn.

306,101.—John B. Milam, Jr., doing business as Mi-La Co., Ruston, La. (July 1, 1929.)—Cosmetics.

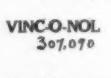
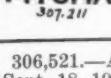
306,288.—Ru-Go Laboratories, Charlotte, N. C. (July 24, 1930.)—Preparation for removing hair.

306,337.—Christian F. Luithle, doing business as Kleer-Off Laboratory, New York, N. Y. (Aug. 28, 1930.)—Depilatory.

306,388.—Elizabeth Arden, Inc., New York. (Jan. 1, 1927.)—Empty compact cases of nonprecious metal ware for containing cosmetics and the like.

306,475.—Louise Beatic Stone, Chicago, Ill. (May, 1927.)—Lightweight shampoo soap for the scalp and hair.

TRADE MARKS

DR. BLAIR'S M 277, 624  <i>La Rose de Guadeloupe</i> 293, 928	APPFEL M 277, 619  <i>Tritle's Glycerine Rose Water</i> M 277, 615	DELANNE 297, 518  <i>REGISTRE DES COMMERCES</i> 299, 519	DORIS DELRAE M 277, 848  <i>Acelia Belle</i> 297, 512	JASMIN DE JAPAN M 278, 116  <i>Lemonal</i> 299, 772	BONATA 290, 344  <i>BURSELLE</i> 302, 579	DR. BLAIR'S M 277, 623  <i>Hobe</i> 291, 125
JOL 299, 297 	Tan Tone M 277, 646  296, 730	SYNCOFFEE 303, 762  304, 233	Glossoft 303, 698  304, 234	Rejuvia 304, 246  CYTHEREA 304, 994	Ru So 304, 193  305, 963	TRILOSIN 305, 361  305, 361
"BUTTON" 302, 243 	nusheen 304, 971  305, 101	METHYLIA 307, 064  306, 557	GYMSO 306, 798  306, 683	SOPRIM 307, 793  306, 898	VAGUE 306, 706  306, 807	DIXIE DEB 306, 404  306, 404
PALENE 305, 453  305, 474	REGATLIS 305, 474  305, 914	DENOGIN 305, 914  307, 064	GYMSO 306, 557  306, 683	Nexburn 306, 683  306, 798	KLEER-OFF 306, 706  306, 807	Petite-Oboy 306, 388  306, 663
VINCO-NOL 307, 070  307, 211	Bridal Night 307, 324  307, 286	PINACLE 307, 284  307, 286	SUPERSET 307, 284  307, 284	LILACHEM 307, 286  306, 337	Scopure 306, 521  307, 282	VIBRATIONS 307, 282  306, 768
PITOMA 307, 211 	REGRES MISTERIEUSES 307, 286  307, 286	JE SUIS AIMÉE 307, 286  306, 776	RELGAH 306, 776  307, 42	SYCOMORE 307, 42  307, 285	BOULEVARD 307, 285  307, 285	ACE 306, 039  307, 234
306, 521.—Acme Products Co., Inc., New York, N. Y. (Sept. 18, 1930.)—Powder Puffs.	306, 557.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Oct. 1, 1930.)—Soap.	306, 663.—Red Star Yeast & Products Co., doing business as National Distilling Co., Milwaukee, Wis. (Dec. 4, 1929.)—Fusel oil, used in the manufacture of artificial fruit flavors, perfumes, celluloid.	306, 683.—William H. Bates, doing business as Sunray Chemical Co., Columbus, Ohio. (Aug., 1930.)—Sunburn lotion.	306, 706.—Les Parfums de Molyneux, Inc., New York, N. Y. (Sept. 5, 1930.)—Toilet preparations.	306, 768.—Comfort Mfg. Co., Chicago, Ill. (Oct. 9, 1930.)—Shaving creams.	306, 776.—Sam Hagler, doing business as Relgah Perfumers, New York, N. Y. (Jan., 1924.)—Hair tonic, peroxide of hydrogen, cold cream, finger-waving lotion, dental cream, etc.
306, 781.—Antonino R. Martino, doing business as Italy Laboratories, New York, N. Y. (Oct. 1, 1930.)—Hair color restorer, hair salves, hair elixirs, dandruff preparations, hair tonics, hair oils, shampoos, and hair dyes.	306, 786.—Chas. Schwartz & Son, Washington, D. C. (Oct. 4, 1930.)—Vanity cases, puff boxes.	306, 793.—Otto C. Sommerfeld, Jr., doing business as Soprim Soap Co., Minneapolis, Minn. (June 4, 1921.)—Hand soap.	306, 798.—The Nestle-LeMur Co., New York, N. Y. (Oct. 3, 1930.)—Preparations for treating hair and for use in waving or curling hair.	306, 804.—The Nestle-LeMur Co., New York, N. Y. (Oct. 3, 1930.)—Preparations for treating hair and for use in waving or curling hair.	306, 804.—John N. McMath, Larchmont, N. Y. (Oct. 20, 1930.)—Toilet preparations.	306, 825.—Trade Mark Registrations Granted . (Act of March 19, 1920)
These registrations are not subject to opposition:						
M 277, 615.—Glenn W. Tritel, doing business as Tritle Laboratories, Seattle Wash. (Serial No. 304,023. Sept., 1927.)—Skin creams.						
M 277, 619.—Edw. A. Apffel Co., Los Angeles, Calif. (Serial No. 301,232. Mar. 1, 1919.)—Food flavoring extracts.						
M 277, 623, M 277, 624.—Morton Mfg. Corp., doing business as Blair Laboratories, Lynchburg, Va. (Serial No. 293,886, 293,885. Mar. 26, 1909.)—Flavoring extracts for foods.						
M 277, 645.—Woodworth, Inc., New York, N. Y. (Serial No. 286,003. June 10, 1929.)—Toilet preparations.						
M 277, 848.—Helene Mora, doing business as Doris Delrae, New Canaan, Conn., and New York, N. Y. (Serial No. 306,140. Jan., 1925.)—Cucumber cream.						

Artificial and synthetic perfumes, essential oils.

307,090.—Philip Bruno, doing business as Westchester Pharmacal Co., Tuckahoe, N. Y. (Mar. 1, 1927.)—Antiseptic Dentifrice, mouth wash, and gargle.

307,211.—Mari-Trudeau, Inc., St. Paul, Minn. (Oct. 8, 1924.)—Face cream.

307,234.—Voigt Co., Inc., St. Louis, Mo. (June 11, 1930.)—Shampoo.

307,265.—The Crystal Chemical Co., Inc., Bronx, N. Y. (May 15, 1930.)—Face powders, face creams and lip stick.

307,282, 307,284, 307,285, 307,286.—Adelaide Ortegat, nee Adela de Fernandez Lesa, Paris, France. (July 11, 1930.)—Toilet preparations.

307,324.—John N. McMath, Larchmont, N. Y. (Oct. 20, 1930.)—Toilet preparations.

307,728, 307,729, 307,730, 307,731.—Trade Mark Registrations Granted .

(Act of March 19, 1920)

These registrations are not subject to opposition:

M 277,615.—Glenn W. Tritel, doing business as Tritle Laboratories, Seattle Wash. (Serial No. 304,023. Sept., 1927.)—Skin creams.

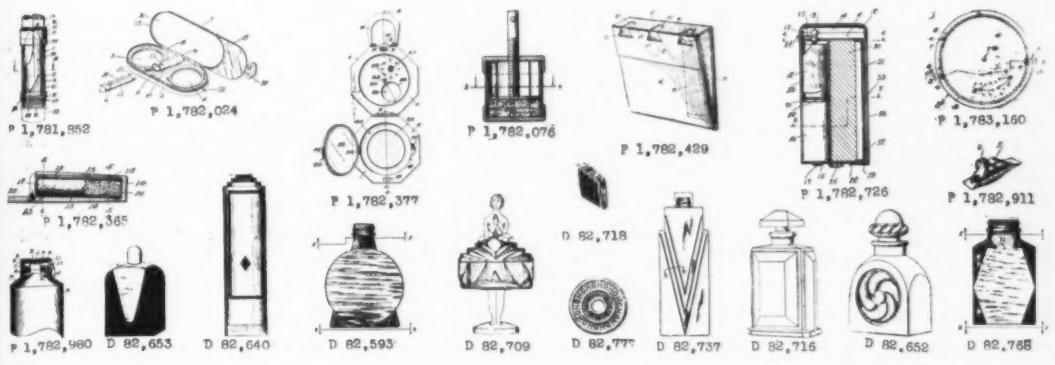
M 277,619.—Edw. A. Apffel Co., Los Angeles, Calif. (Serial No. 301,232. Mar. 1, 1919.)—Food flavoring extracts.

M 277,623, M 277,624.—Morton Mfg. Corp., doing business as Blair Laboratories, Lynchburg, Va. (Serial No. 293,886, 293,885. Mar. 26, 1909.)—Flavoring extracts for foods.

M 277,645.—Woodworth, Inc., New York, N. Y. (Serial No. 286,003. June 10, 1929.)—Toilet preparations.

M 277,848.—Helene Mora, doing business as Doris Delrae, New Canaan, Conn., and New York, N. Y. (Serial No. 306,140. Jan., 1925.)—Cucumber cream.

PATENTS



M278,116.—Henri Bendel, Inc., New York, N. Y. (Serial No. 290,776. Sept. 1, 1929.)—Perfumes, bath salts, toilet water, face powders, lip sticks, and face lotions.

Designs Patented

82,593. Bottle or Similar Container. Walter D. Teague, Forest Hills, N. Y., assignor to Turner Glass Corporation, Terre Haute, Ind., a Corporation of Indiana. Filed Sept. 8, 1930. Serial No. 36,907. Term of patent 7 years.

82,640. Collapsible Tube. Frank J. Lynch, Hillside, N. J., assignor to Pinaud, Inc., New York, N. Y., a Corporation of New York. Filed Mar. 29, 1930. Serial No. 35,069. Term of patent 14 years.

82,652, 82,653 and 82,716. Bottle. Raymond Barbas, Paris, France, assignor to La Société Anonyme Jean Patou, Paris, France, a Corporation of France. Filed Oct. 11, 1930. Serial No. 37,229, 37,231 and 37,230 respectively. Term of the three patents 7 years.

82,709. Face-Powder Container. Milton Sierad, New York, N. Y., assignor to George W. Button Corporation, New York, N. Y., a Corporation of New York. Filed Sept. 16, 1930. Serial No. 36,983. Term of patent 7 years.

82,737. Bottle. Ralph C. Faulkner, Brooklyn, N. Y., assignor to E. R. Squibb & Sons, New York, N. Y., a Corporation of New York. Filed Oct. 3, 1930. Serial No. 37,120. Term of patent 14 years.

82,768. Bottle or Similar Container. Walter D. Teague, Forest Hills, N. Y., assignor to Turner Glass Corporation, Terre Haute, Ind., a Corporation of Indiana. Filed Sept. 8, 1930. Serial No. 36,905. Term of patent 3½ years.

82,777. Cake of Soap. Charles A. Crary, Wyoming, Ohio. Filed June 18, 1930. Serial No. 36,095. Term of patent 14 years.

Patents Granted

1,781,852. Lip-Stick Holder. Anker S. Luhne, Bridgeport, Conn. Filed Dec. 20, 1929. Serial No. 415,416. 10 Claims. (Cl. 206—56.)

1. In a lipstick container, an outer casing, a stationary sleeve in the casing, a rotary sleeve embraced by the stationary sleeve, one of said sleeves having a longitudinal slot and the other a spiral slot and a longitudinally movable cosmetic carrier in said rotary sleeve carrying a lateral projection in said slots, said rotary sleeve being open at its upper end for protrusion of a cosmetic stick carried by the carrier and

provided with means at said open end accessible outside the casing by which said sleeve may be rotated to shift the carrier.

1,782,024. Vanity Case. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc., a Corporation of New Jersey. Filed Apr. 26, 1928. Serial No. 272,903. 13 Claims. (Cl. 132—83.)

1. A vanity case having cosmetic holding means therein and a cover hinged, thereto, said cover having a thin compartment therein with an opening to the compartment at the edge of the cover, a mirror removably inserted in said compartment, and latching means having one part attached to the mirror and a cooperating part attached to the body of the case.

1,782,076. Device for Pressing Soap. Henry T. Safford, Sr., El Paso, Tex. Filed Aug. 27, 1929. Serial No. 388,768. 1 Claim. (Cl. 25—10.)

A soap press of the character described comprising a cylindrical casing open at each end, a cap threadedly engaging over and closing each end of the casing.

1,782,365. Lip-Stick Holder. Gordon W. Nelson and Albert F. Ceres, Jr., Philadelphia, Pa. Filed Sept. 27, 1929. Serial No. 395,603. 8 Claims. (Cl. 206—56.)

1. A holder for rouge stick or the like comprising a casing having an open end and a closure therefor hinged to said casing, a rouge stick carrier within said casing, said closure effective when opened to form a guide or guard projecting longitudinally from the open end.

1,782,377. Vanity Case. Louis A. Anderson, Attleboro, Mass., assignor to R. & G. Company, Attleboro, Mass. Filed May 8, 1929. Serial No. 361,323. 7 Claims. (Cl. 132—83.)

1. In a vanity case, a member having a mirror seat, and having spaced struck-out ears which extend upwardly from said member and which form an opening, a pin headed at its ends into engagement with the ears, and a mirror frame receivable on said seat and formed with an extension which is received in said opening and which is rolled about said pin in the space between the ears.

1,782,429. Collapsible Tube Protector. Norman O. Johnson, Chicago, Ill., assignor to Illinois Carton & Label Company, Chicago, Ill., a Corporation of Illinois. Filed Mar. 21, 1929. Serial No. 348,712. 5 Claims. (Cl. 206—65.)

1. A protector for collapsible tubes, comprising a sheet of relatively stiff material folded along a cross line to afford a pair of diverging side-walls, one of said walls having an end-wall integral therewith and at substantially right-angles thereto, said end-wall having a flap integral therewith and bent to overlap the other side-wall, said end-wall having a slot there-through to accommodate the neck only of a collapsible

tube, said flap having an enlarged extension of said slot of sufficient size to permit the passage of the cap of said neck therethrough whereby to allow the introduction of the tube into said protector.

1,782,726. Vanity Case. Henry B. Ivey, Goldsboro, N. C. Filed Feb. 13, 1929. Serial No. 339,697. 1 Claim. (Cl. 206—38.)

A special article carrier of the character described comprising a cylindrical casing having an open side, said casing closed at its opposite end, a cylinder extending longitudinally through the casing adjacent one side thereof adapted to contain a storage battery, a hinged closure for the opening mounted on the casing, a cigarette carrier mounted in the casing.

1,782,911. Lip-Stick Device. John Scrimgeour, Toronto, Ontario, Canada. Filed May 16, 1930. Serial No. 452,964. 6 Claims. (Cl. 132—1.)

1. A device of the class described comprising a casing shaped in simulation of the human lips, a follower plate in the casing shaped similar to the casing, means for moving the follower plate, a divider plate across the casing at the open front end thereof and extending longitudinally.

1,782,980. Collapsible Tube. William C. Ude, East Haven, Conn. Filed Aug. 10, 1929. Serial No. 384,865. 2 Claims. (Cl. 221—60.)

1. A collapsible tube having a cylindrical oscillatable closure formed with a transverse passage and mounted in a cylindrical socket in the outer end of the said tube, the said socket being open at one end and formed with a seat at its opposite end for engaging the adjacent end of the said closure and having the metal surrounding this open end forced inward after the insertion of the said closure to partly close the said opening of the socket and retain the closure in place therein against endwise displacement.

1,783,160. Loose-Powder Container. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster & Brother Co., Providence, R. I. Filed Apr. 4, 1929. Serial No. 352,509. 8 Claims. (Cl. 221—64.)

1. In a loose powder container, a cup having a rim with a shoulder located above its bottom, and having a pair of spaced slots and a third slot opposite to the pair, all of the slots being located in the rim of the cup, and above the shoulder, a pair of pivotally connected disks having perforations formed to register in one position, each of said disks having spaced radial ears which extend through the pair of slots, the lower disk being formed to seat on the shoulder and provide a top for the cup.

1,784,598. Process for the Production of Thymol. Hans Jordan, Berlin-Steglitz; Walter Schoeller, Berlin-Westend; and Reinhard Clerc, Berlin, Germany, assignors to the Firm: Chemische Fabrik auf Actien vorm. E. Schering, Berlin, Germany. Filed Aug. 15, 1927. Serial No. 213,204, and in Germany Feb. 22, 1927. 3 Claims. (Cl. 260—154.)

1. The process of producing 3-methyl-6-isopropyl phenol comprising heating the product obtained by condensing a crude cresol (being substantially a mixture of m- and p-cresol) and acetone in the presence of an acid condensing agent to effect decomposition thereof, treating the decomposition product with hydrogen in the presence of a hydrogenation catalyst until two atoms hydrogen have entered into combination, and subjecting the resulting mixture of thymol and p-thymol to careful fractional distillation.

1,784,599. Method of Producing Phenols. Hans Jordan, Berlin-Steglitz; Walter Schoeller, Berlin-Westend; and Reinhard Clerc, Berlin, Germany, assignors to the Firm: Chemische Fabrik auf Actien vorm. E. Schering, Berlin, Germany. Filed Aug. 15, 1927. Serial No. 213,206, and in Germany Nov. 16, 1926. 6 Claims. (Cl. 260—154.)

1. The method of producing saturated phenols comprising acting at a temperature between 180° and 320° C. with hydrogen under pressure in the presence of a hydrogenation catalyst on a product obtained by condensation in the presence of an acidic condensing agent of an alkyl phenol and an aliphatic ketone.

Circulars, Price Lists, Etc.

(Continued from Page 640)

Copies of this circular and other details regarding Pfaudler equipment may be had upon application to the company at 1501 Gas & Electric Building, Rochester.

* * * *

"La Lavande" is the title of a booklet recently issued by *Les Parfums de France*, Grasse, and sent to us through the courtesy of Elie Maunier, president of the Syndicate of Grasse perfumers and retired director of *ETABLISSEMENTS ANTOINE CHIRIS*. The booklet consists of reprints from recent issues of the magazine discussing lavender from the horticultural, technical and commercial viewpoints. It is handsomely illustrated with color plates and affords an excellent treatise on this important perfume raw material from the standpoints of both the producer and the consumer. The text is printed in French and English in parallel columns and numerous interesting formulas for use of lavender oil as a perfume raw material are included.

* * * *

MCKAY CO., New York City have just issued a new folder which describes in detail their frosting liquid, "Jack Frost." A feature of this circular is the nine reasons enumerated as to the advisability of frosting bottles. This folder will be mailed by the company on request.

* * * *

THE LIONEL TRADING CO., New York City, U. S. distributors for PARFUMS CORDAY, Paris, has prepared a booklet of 96 pages entitled "The Art of Selling Perfumes." The booklet covers in excellent fashion the groundwork of retail selling and is intended as a manual of instruction and suggestion for the retail sales girl. In addition to the excellent advice and hints, there is much interesting and instructive matter on the manufacture and packaging of perfumes which should be extremely useful to one presenting the products to the ultimate consumer through retail channels. It is excellently printed and illustrated with photographs of the Corday line and of perfume and package manufacture.

* * * *

CONSOLIDATED PRODUCTS CO., New York City, has just sent us two interesting circulars descriptive of some of its recent offerings of used machinery. The first announces the purchase of most of the machinery and equipment of the Auerbach Chocolate Co., of New York, and the second is a "Buy Now!" circular which urges the advantages of purchasing for replacement and installation at once. Copies of these interesting offerings may be had upon application to the company at 15 Park Row, New York.

* * * *

DODGE & OLcott CO., New York, have sent us a copy of their November-December price list on essential oils, essences, oleo resins, synthetic aromatic chemicals, etc. In this booklet are also listed the products of their principals, J. Mero & Boyveau and Fabriques DeLaire, and attention is called to the products of W. Sanderson & Sons. The company urges its customers to take advantage of the present low prices as it predicts that the existing depression will soon be over and prices will be steadily increased.

Survey of Technical Literature

by M. T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

213. *Our knowledge of resin acids.* G. Rouin. *Bull. inst. pin* 1929, 124-37 (1929). A review.
214. *Present status of the chemistry of the resin acids of conifers.* Levy. *Bull. inst. pin* 1929, 122-4 (1929). A review.
215. *The constitution of l- and d-pimamic and abietic acids.* L. Ruzicka. *Bull. inst. pin* 1929, 112-22 (1929). An address reviewing the present state of our knowledge of the constitution of these acids and including a bibliography.
216. *Balsam of tolu.* C. T. Bennett. *Perf. Ess. Oil Rec.* 19, 464-5 (1928). The physical and chemical constants of the balsam and a report on its chief constituents.
217. *Modern face powders.* W. A. Poucher. *Chemist & Druggist* 108, 810-2, (1928). Specifications for good powders; constituents, effect on the skin, selection of perfume and color.
218. *Cosmetic preparations.* Tokujiro Hashimoto. *Ger. Pat.* 478,745. April 24, 1925. Mixtures of vegetable gelatin, H_2BO_3 , $(CH_2)_nN_4$ and $BzONa$ or $BzOLi$, with or without lanolin.
219. *Toilet soap perfumes.* Arthur Lewinson. *La Parfumerie Moderne* 22, 431-7, 479-87 (1929). A review of the reactions which may take place between a neutral soap and essential oils or synthetic perfumes added thereto.
220. *A few artificial flower odors.* Otto Gerhardt. *La Parfumerie Moderne* 22, 547-59 (1929). Formulas, in French and English, for lilac, gardenia, honeysuckle, broom, heliotrope and hyacinth perfumes.
221. *Absolute (flower) extracts obtained by means of volatile solvents.* D'Auribeau. *La Parfumerie Moderne* 22, 397-413 (1929). A discussion of concretes in comparison with steam distilled oils and synthetics. In French, English and Spanish.
222. *Perfumes.* Vianova. *G.m.b.H. für chem. ind. Fr. Pat.* 656,445. June 15, 1928. Extraction of perfumes by use of liquid CO_2 .
223. *Apparatus for mixing liquids with flavoring or other ingredients in constant proportions.* L. L. DaCosta. *Brit. Pat.* 302,023. Nov. 5, 1927. Structural features.
224. *Improving various natural and synthetic perfumery ingredients by hydrogenation.* I. G. Farbenind. A.-G. *Brit. Pat.* 305,555. Oct. 29, 1927. Selective hydrogenation to remove undesirable by-products.
225. *Origin of ethereal oils in plants.* L. Francesconi. *Rivista ital. essenze e profumi* 10, 33-6 (1928). Discussion of the origin of the constituents of lemon-grass and pelargonium oils.
226. *Origin of ethereal oils in plants.* L. Francesconi. *Rivista ital. essenze e profumi* 11, 78-83 (1929). Origin of the constituents of lemon, mandarin, orange and bergamot oils and some analytical data.
227. *The transformation of essential oils in plants.* V. Nylov, W. W. Williams and L. A. Michelson. *La Parfumerie Moderne* 22, 567,569 (1929). A consideration of the various stages of the development of certain essential oils in the plant and the influence of moisture, soil characteristics, etc., upon the composition of the same.
228. *Transparent emulsions of some essential oils.* Willet F. Whitmore and Richard E. Linehan. *Ind. Eng. Chem.* 21, 878-80 (1929). Accomplished by equalizing the refractive indices of the two phases at the same temperature, gelatin being the most efficient peptonizing agent.
229. *Radiation in connection with essential oils and perfumery chemicals.* R. A. Morton. *Perf. Ess. Oil Rec.* 20, 258-67 (1929). The photochemistry of certain essential oils and isolates is reviewed and the importance of radiation in this field pointed out. A bibliography of absorption spectra is included.
230. *Industrial uses of essential oils, their isolates and allied synthetics.* Anon. *Perf. Ess. Oil Rec.* 20, 292-300 (1929). A useful and comprehensive digest.
231. *Absolute flower oils.* W. A. Poucher. *Chemist & Druggist* 108, 308-9 (1928). A comparison of the products obtained by enfleurage with those from the volatile solvent process.
232. *Report of the essential oil sub-committee to the standing committee on uniformity of analytical methods.* John Allan, et al. *Analyst* 54, 335-8 (1929). A standard distilling apparatus is figured and its application to otto of rose is given, together with sundry notes concerning F. P. and M. P. determinations.
233. *Rapid determination of ethereal oils in alcoholic solutions.* G. Rosenberger. *Parfumeur* 3, 78-81 (1929). A method is outlined involving the use of an aqueous salt solution and petroleum ether, the two being separated, the alcohol determined in the salt solution and the essential oils in the petroleum ether.
234. *Influence of the absolute reaction of the soil on the formation and composition of the essential oil of Artemisia dracunculus.* M. and Mme. Henry Deel. *Bull. soc. chim.* 45, 175-7 (1929). The best yields were obtained with a pH of about 6.2.
235. *Birch oil.* R. Huerre. *Cuir tech.* 18, 231-2 (1929). Samples of birch oil obtained from various sources showed considerable difference in composition.

Grasse Report for December

From Our Own Correspondent

OUR market continues to display the same quiet appearance which has been evident during the last few months. From time to time we have seen some good business but the activity which has resulted from it has been quickly followed by quiet in which repeated offers on the part of the sellers have not been taken up by purchasers. There has been some day to day buying of quantities needed for immediate use but in spite of prices which should be attractive, there has been little tendency to stock goods.

Some essential oils have declined further owing to various influences, the principal one being the necessity of realizing on the part of small producers who need cash for accounts payable or for the purchase of fertilizer, seed or other necessities. On the other hand, floral products, for various reasons, are showing some resistance and there the market displays greater firmness. On the whole we must conclude more and more from well defined signs that the prices of many raw materials will decline no further, and we may predict a general recovery, unfolding slowly for a time, but more or less near at hand.

While in other sections weather conditions have been deplorable and the newspapers have been full of reports of torrential rains, floods and hail, we have been enjoying throughout the Riviera an exceptional autumn, so much so that the jasmin was still showing some blossoms at the end of November. With a temperature which did not drop below 40 degrees F. during October and about the same last month, the plantations have benefited greatly by the beautiful weather which has also been exceptionally good for agricultural activities.

Cassie

This crop is in full production and will give a satisfactory yield to the producers from the standpoint of

quantity. In the favored regions, Vallauris for example, the bushes are covered with pretty yellow globes of bloom which have a penetrating and delicious fragrance. Before the frosts of December, 1920, and February, 1929, the crop ranged from 30,000 to 60,000 kilos. Now we are far from these figures and in spite of the mild temperature, favorable to abundant flowering, the quantity which will be produced can hardly satisfy the requirements of the perfumers if they are of any importance. Nevertheless this flower no longer holds the place in perfumery which it formerly occupied. The softness of its perfume and its peculiar originality ought to work in its favor and prevent its abandonment without good reason.

We recall that the cassie "Romain" was more seriously damaged by the frost of 1929 than the variety "Farnesiana" and that the former crop was next to nothing. Also the price of the flowers was advanced to 50 francs per kilo while this year it will not go beyond 20 francs per kilo.

Orange Flower

The orange trees present a very satisfactory appearance. The beautiful autumn days have stimulated the growth of leaves which in certain especially exposed places, already show some flowering branches. These flowers with their stems are sold to florists on the basis of 25 francs per kilo. The perfumers pay 7 francs per kilo for those which are brought in to be distilled or used in various preparations. There are only insignificant quantities, possessing an inferior odor and giving only very small yields.

We must not lose sight of the fact that extremely cold weather may occur during the four months which still separate us from the new crop and that it would be premature to advance any estimate of the size of the coming yield.

Mimosa

The tremendous damage to this crop caused by the frost of 1929 has been largely overcome by numerous new plantations which were set out at once. But these new bushes are still very young and the production of flowers will hardly be sufficient, from our point of view, readily and easily to take care of the needs of the perfumers after the call for cut flowers has been satisfied. To estimate the crop we must wait until the bushes are in full bloom. At the moment, the first flowering stalks have been sent to Paris and abroad where they are selling at between 30 francs and 75 francs per basket according to source.



LEFT: A NEW ORANGE GROVE; CENTER: A CASSIE IN BLOOM; RIGHT: ORANGE TREES SHOWING NEW GROWTH AFTER FROST OF 1929.



Synthetics and Derivatives

THE market has been generally quite inactive and there have been few features worthy of special attention during the month under review. Buying for holiday trade or immediate consumption has been noted in moderate volume but is generally reported as somewhat lower than that of last year. At the same time, the call for substitutes for some of the higher priced natural flower oils is reported as fairly good and this has partly compensated for the slower demand for some of those items usually moved in fairly good quantities.

As is usual during a period of rather slack business, there have been frequent reports of shading of prices in competition. However, it has been very difficult to trace these beyond the rumor stage and it is probable that the shading, if any, has not been of any very great importance.

The position of artificial musks in this market remains unchanged. There has been a fair business in them at former prices. The European "Convention" price, however, has been lowered to some extent owing, it is said, to competition of British interests. This has had no effect on this market and is not likely to since American prices have been consistently lower than the "Convention" price plus duty.

The group of products derived from camphor oil, including artificial sassafrass and safrol, has been reduced sharply owing to the fact that raw material has declined and is again in plentiful supply. The scarcity of a few months ago in the raw material market has been entirely overcome and the market is still rather easy, despite recent reductions.

Linalool is easier owing to declines in the raw material. Business in it has not been of any great consequence during the month. Geraniol is also somewhat easier although there has been no real drop in the price. Shading on the cheaper qualities on desirable orders from soap manufacturers has been reported. Higher qualities remain steady but none too firm. Japanese menthol is slightly lower on spot owing to the competition of one large group of wholesale drugists who are selling the material at or below import costs. Synthetic remains unchanged with the usual fair demand for purposes for which a U.S.P. product is not required.

Demand for the higher aldehydes and alcohols has been limited to very small quantities. Buyers have not been in the market for more supplies than they could use currently. Prices vary widely as to seller and it

(Continued on Page 654)

Essential Oils

THE market has shown more resistance against the continued decline in prices than many had anticipated, bearing out the contention expressed in this column a month ago to the effect that the present prices of essential oils as a whole are about as low as they can be expected to go. It is true that there has been very little sign of an immediate recovery in either business or prices, but the general trend of the market has been along somewhat steadier lines with little tendency to cut sharply and less real shading under pressure than has been noted for several months.

General conditions in the trade are still somewhat depressed. The volume of business has been by no means large and the size of individual orders has continued small with no evidence of any desire on the part of the average buyer to anticipate his requirements. Some of the largest consumers on the other hand, have been in the market for substantial quantities and have purchased well ahead of immediate needs. These would seem to be the wise buyers for there is excellent chance of profit on oils purchased now to be used over a comparatively long period. A recovery in business will almost certainly bring with it an improvement in the price level and at the same time, there seems to be little chance of any further sharp declines excepting in isolated items which may be governed by special conditions.

The group of citrus oils, while very quiet locally, has been disturbed to some extent by the higher cables which have come through recently from Italy. Reports indicate that production of orange oil there will be smaller than usual and this has been seized upon as a reason for higher levels on oil shipped to this market. Whether an advance in orange can be sustained in the face of production in other parts of the world and during the so-called off season is a question.

Lemon and bergamot are also cabled higher and some interests believe the latter will be sustained at a generally higher quotation level. Most interests do not place much confidence in any sharp advance in lemon, however, pointing out that stocks are large and production is understood to have been at least ample for any normal requirements of the trade. Lime is a shade easier owing to the quieting down of the market following the reports of severe damage in the producing regions. It is still high enough but will probably be maintained at somewhere near present levels for the time being.

Domestic oils are dull and generally rather easy. Heavy buying of peppermint and spearmint as re-

(Continued on Page 654)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
 (See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS		Geranium, cont.					
Almond Bitter, per lb.	\$2.75@	\$2.90	Spanish	16.00@		Sage, Clary	135.00@ Nom.
S. P. A.	3.15@	3.25	Turkish (Palma Rosa)	3.20@	3.40	Sandalwood, East India	8.50@ 9.00
Sweet True	.55@	.65	Ginger	5.40@	5.65	Australia	5.90@ 6.60
Apricot Kernel	.33@	.38	Gingergrass	3.00@	3.15	Sassafras, natural	1.40@ 2.00
Amber, crude	.30@	.35	Grape Fruit	5.25@	6.00	artificial	.29@ .34
rectified	.50@	.60	Guaiac (Wood)	2.85@		Savin, French	2.35@ 2.60
Ambrette, oz.	46.00@		Hemlock	1.20@		Snake Root	11.50@ 13.00
Amyris balsamifera	2.20@	2.80	Hops	10.00@	14.00	Spearmint	3.00@ 3.25
Angelica Root	32.00@	37.50	Horsemint	4.25@		Spruce	1.20@
seed	28.00@	33.00	Hysop	24.00@		Styrax	12.00@
Anise, tech.	.75@	Nom.	Juniper Berries, rectified	2.10@	2.50	Tansy	3.85@ 4.00
lead free, U. S. P.	.82@	.90	Juniper Wood	.60@	.62	Thuya	1.75@
Araucaria	1.75@	1.85	Laurel	15.00@		Thyme, red	.90@ 1.20
Aspic (spike) Spanish French	1.00@		Lavender, English	32.00@		White	1.05@ 1.55
Balsam Peru	6.00@		French	2.40@	4.50	Valerian	8.00@ 10.00
Balsam, Tolu, per oz.	4.25@		Garden	.50@	.55	Verbena	3.75@ 7.00
Basil	50.00@		Lemon Italian	1.20@	1.40	Vetiver, Bourbon	5.50@ 8.50
Bay, Porto Rico	2.25@	2.40	Calif.	.95@	1.15	Java	10.00@ 25.00
West Indies	2.25@	2.40	Lemongrass	.80@	.95	East Indian	30.00@
Bergamot	2.45@	2.55	Limes, distilled	8.25@	9.25	Wine, heavy	1.80@ 2.00
Birch, sweet N. C.	1.90@	2.15	expressed	17.00@	20.00	Wintergreen, Southern	4.00@
Penn. and Conn.	3.00@	4.00	Linaloe	2.35@	2.55	Penn. and Conn.	7.75@ 8.50
Birchtar, crude	.15@		Lovage	27.50@		Wormseed	4.15@ 4.50
Birchtar, rectified	.50@	.55	Mace, distilled	1.40@		Wormwood	5.75@ 6.25
Bois de Rose	.90@	1.45	Mandarin	5.75@	9.00	Ylang-Ylang, Manila	30.00@ 32.00
Cade, U. S. P.	.30@	.35	Marjoram	6.25@		Bourbon	6.00@ 10.00
Cajeput	.75@	1.20	Melissa	5.00@		TERPENELESS OILS	
Calamus	3.10@	3.35	Mirbane	.15@		Bay	5.75@ 6.00
Camphor "white"	.23@	.28	Mustard, genuine	10.00@	12.00	Bergamot	10.00@ 11.00
sassafrassy	.23@	.28	artificial	1.80@	2.00	Clove	5.25@
Cananga, Java native	2.65@	3.00	Myrrh	10.00@		Coriander	23.50@
rectified	3.35@	3.75	Myrtle	4.00@		Geranium	9.00@ 13.50
Caraway Seed, rectified	1.70@		Neroli, Bigarade, pure	170.00@	240.00	Lavender	10.00@
Cardamon, Ceylon	36.00@		Petale, extra	200.00@	295.00	Lemon	9.50@ 17.00
Cascarilla	65.00@		Niaouli	3.60@		Lime, Ex.	75.00@
Cassia, 80@85 per cent	1.15@	Nom.	Nutmeg	1.40@		Orange, sweet	85.00@ 100.00
rectified, U. S. P.	1.35@	1.50	Olibanum	6.50@		bitter	90.00@ 115.00
Cedar Leaf	1.00@	1.25	Orange, bitter	2.90@	3.00	Petitgrain	5.75@ 6.50
Cedar Wood	.49@	.53	sweet, W. Indian	2.40@	2.75	Rosemary	2.50@ 3.75
Cedrat	4.15@		Italian	2.75@	3.00	Sage, Clary	90.00@
Celery	8.00@	10.00	Spanish	3.20@	3.50	Vetiver, Java	35.00@
Chamomile (oz)	3.50@	5.00	Calif. exp.	3.00@	3.15	Ylang-Ylang	28.00@ 35.00
dist.			dist.	1.30@	1.60	OLEO-RESINS	
Cherry laurel	12.00@		Origanum, imitation	.50@	.85	Benzoin	2.50@ 5.00
Cinnamon, Ceylon,	11.50@	15.00	Orris Root, concrete	7.00@	9.00	Capsicum, U. S. P.	3.60@
Cinnamon, Leaf	2.25@		domestic (oz.)	7.00@	9.00	VIII	3.60@
Citronella, Ceylon	.50@	.55	foreign (oz.)	7.00@	9.00	Alcoholic	3.50@
Java	.60@	.65	Orris Root, absolute	90.00@	100.00	Cubeb	3.25@
Cloves Zanzibar	1.95@	2.15	(oz.)	22.00@	28.00	Ginger, U. S. P. VIII	3.00@
Cognac	22.00@	28.00	Orris Liquid	8.00@	9.25	Alcoholic	3.25@ 4.60
Copaiba	.68@	.75	Parsley	6.00@	7.15	Malefern	1.45@ 1.60
Coriander	6.00@	6.25	Patchouli	1.85@	2.15	Oak Moss	15.00@ 15.50
Croton	6.00@	Nom.	Pennyroyal, American	1.30@		Olibanum	3.25@
Cubeb	3.20@	3.50	French	10.25@		Orris	17.00@ 28.00
Cumin	7.50@	8.00	Pepper, black	2.15@	2.40	Patchouli	16.50@ 18.00
Curacao peels	5.25@		Peppermint, natural	2.30@	2.65	Pepper, black	4.00@ 4.60
Curcuma	3.00@		redistilled	1.45@	1.75	Sandalwood	16.00@
Cypress	4.75@	5.00	Petitgrain, So. Amer.	2.40@	2.65	Vanilla	6.75@ 8.75
Dillseed	4.00@	5.50	French	3.75@		DERIVATIVES AND CHEMICALS	
Elemi	1.65@		Pimento	2.50@	3.00	Acetaldehyde 50%	2.00@
Erigeron	1.75@	2.00	Pine cones	.71@	.80	Acetophenone	3.50@ 4.00
Estragon	38.00@		Pine needle, Siberia	2.00@	2.15	Acetyl Iso-eugenol	9.00@
Eucalyptus Aus. (U. S. P.)	.42@	.50	Pinus Sylvesteris	2.55@		Alcohol C 8	20.00@ 40.00
Fennel, Sweet	1.30@	1.45	Pumilionis	2.00@	4.50	C 9	40.00@ 70.00
Galbanum	26.00@		Rhodium, imitation	13.50@	22.50	C 10	30.00@ 50.00
Galangal	24.00@		Rose, Bulgaria (oz.)	.55@	.60	C 11	35.00@ 60.00
Geranium, Rose, Algerian	4.25@	4.50	Rosemary, French	.38@	.43	C 12	25.00@ 50.00
Bourbon	4.45@	5.00	Spanish	3.15@			
			Sage	3.00@			

Aldehyde C 8	55.00@	Hydratropic Aldehyde	25.00@	27.50	Vanilla Beans
C 9	80.00@ 140.00	Hydroxycitronellal	5.50@	10.00	Mexican, whole
C 10	50.00@ 82.00	Indol. C. P. (oz.)	2.65@	5.00	Mexican, cut
C 11	72.00@ 77.00	Iso-borneol	2.30@		Bourbon, whole
C 12	75.00@ 105.00	Iso-borneol Acetate	3.25@		South American
C 14 (so-called)	15.00@ 35.00	Iso-butyl Benzoate	2.75@	3.25	
C 16 (so-called)	20.00@ 40.00	Iso-butyl Salicylate	3.00@	6.00	TINCTURES
Amyl Acetate85@ 1.00	Iso-eugenol, dom.	5.00@		Ambergris 18.00@ 24.00
Amyl Butyrate	1.40@ 1.75	foreign	5.00@	6.00	Benzoin 1.75@
Amyl Cinnamate	2.50@	Iso-safrol	1.75@		Civet 3.00@ 5.00
Amyl Cinnamic Aldehyde	5.00@ 7.50	Linalool	2.65@	3.25	Musk, nat 32.00@
Amyl Formate	1.75@ 2.00	Linalyl Acetate 90%	3.75@	4.25	Orris, root 2.00@
Amyl Phenyl Acet.	5.00@ 5.75	Linalyl Benzoate	10.50@		Balsam Tolu 1.50@
Amyl Salicylate, dom.	1.15@ 1.45	Linalyl Formate	10.00@	12.00	Vanilla 3.00@
foreign	1.65@	Menthol, Japan	4.00@	4.45	SOLUBLE RESINS
Amyl Valerate	3.00@ 3.50	Synthetic	3.00@	4.00	Ambrette 18.00@
Anethol	1.60@ 2.00	Methyl Acetophenone	3.50@	3.75	Benzoin 2.75@ 4.00
Anisic Aldehyde, dom.	3.85@	Methyl Anthranilate	2.50@	3.00	Castoreum 28.00@
foreign	3.85@ 4.15	Methyl Benzoate	1.85@	2.25	Chypre 13.00@
Benzaldehyde, U.S.P.	1.45@	Methyl Cinnamate	4.10@	4.50	Civet 80.00@
F. F. C.	1.55@ 1.90	Methyl Eugenol	7.00@	9.00	Galbanum 6.00@
Benzophenone	3.00@ 5.50	Methyl Heptenone	6.50@	8.00	Labdanum 6.00@ 7.00
Benzylideneacetone	2.50@ 4.00	Methyl Heptine Carb.	20.00@	36.00	Myrrh 6.50@ 7.00
Benzyl Acetate, dom.85@ 1.00	Methyl Iso-eugenol	8.50@	12.50	Oak Moss 14.00@ 16.00
foreign85@ 1.25	Methyl Octine Carb.	24.00@	32.00	Olibanum 3.50@ 6.00
Benzyl Alcohol	1.20@ 2.00	Methyl Paracresol	6.75@	7.50	Opopanax 6.00@ 12.00
Benzyl Benzoate	1.05@ 2.00	Methyl Phenylacetate	4.65@	6.00	Orris Root 18.00@ 35.00
Benzyl Butyrate	5.50@ 6.25	Methyl Salicylate42@	.50	Patchouli 10.00@ 18.00
Benzyl Cinnamate	7.00@ 9.00	Musk Ambrette	7.00@	8.00	Peru Balsam 6.50@
Benzyl Formate	3.35@ 3.60	Ketone	7.50@	9.50	Sandalwood 12.00@ 16.00
Benzyl Iso-eugenol	18.00@ 27.00	Xylene	2.80@	3.15	Styrax 3.00@ 4.50
Benzyl Propionate	2.00@ 5.50	Nerolin (ethyl ester)	1.50@	1.75	Tolu Balsam 4.50@ 6.00
Borneol	2.65@ 3.00	Nonyl Acetate	48.00@		Vetivert 15.00@ 25.00
Bornyl Acetate	2.60@ 3.35	Octyl Acetate	32.00@		
Bromstyrol	4.00@ 5.00	Paracresol Acetate	5.25@	6.00	CERTIFIED FOOD COLORS
Butyl Acetate60@	Paracresol Methyl			Amaranth 3.50@ 4.00
Butyl Propionate	2.00@	Ether	7.00@	8.00	Orange II 3.50@ 4.00
Butraldehyde	12.00@	Paracresol Phenyl			Tartrazine 3.50@ 4.00
Carvene	1.15@	Acetate	14.00@	20.00	Ponceau 3R 6.00@ 7.50
Carvol	3.75@ 4.25	Phenylactaldehyde			Ponceau SX 5.00@ 5.25
Cinnamic Acid	4.00@	50%	5.00@	7.00	Indigo 15.00@
Cinnamic Alcohol	3.10@ 3.75	imported	5.00@	7.00	Erythrosine 20.00@
Cinnamic Aldehyde	2.75@ 4.25	100%	8.50@	10.50	Guinea Green B. 15.00@
Cinnamyl Acetate	10.00@ 12.00	Phenylactic Acid	3.00@	4.00	Light Green S. F. 25.00@
Cinnamyl Butyrate	12.00@ 14.00	Phenylethyl Acetate	9.00@	13.00	Fast Green F.C.F. 30.00@
Cinnamyl Formate	13.00@	Phenylethyl Alcohol			Yellow, A.B. 3.50@
Citral C. P.	2.75@ 3.00	dom.	4.50@	5.00	Yellow O. B. 3.50@
Citronellol, dom.	3.75@ 4.00	imported	4.50@	5.25	Sunset Yellow, F.C.F. 3.10@ 3.25
Citronellal	2.85@ 3.25	Phenylethyl Butyrate	16.00@	20.00	Naphthol Yellow C. 8.00@
foreign	3.75@ 5.00	Phenylethyl Formate	18.00@		SUNDRIES
Citronellyl Acetate	6.00@ 10.00	Phenylethyl Propionate			Alcohol, Cologne
Coumarin*	4.00@				spirits per gal. 2.62 1/2 @ 2.74 1/2
Cuminic Aldehyde	62.00@	Phenylethyl Valerate	20.00@		Ambergris black Nominal
Dibutylphthalate30@ .36	Phenylpropyl Acetate	12.00@	14.00	gray 39.00@ Nom.
Diethylphthalate32@ .37	Phenylpropyl Alcohol	9.00@	14.00	Baudruche skins, gross 18.00@ 25.00
Dimethyl Anthranilate	6.25@ 7.00	Phenylpropyl Aldehyde	12.00@		Beaver Castor 8.00@ 12.00
Dimethyl Hydroquinone	4.00@ 6.00	Rhodinol, dom.	8.00@	20.00	Castoreum 12.50@ 15.00
Dimethylphthalate65@	foreign	9.50@	22.50	Chalk, precipitated03 1/2 @ .06 1/2
Diphenylmethane	1.75@ 2.45	Safrol32@	.36	Cherry laurel water, gal. 1.25@
Diphenyloxide	1.20@	Santalyl Acetate	22.50@		Civet, ounce 3.75@ 4.50
Ethyl Acetate50@ .55	Skatol, C. P. (ob.)	9.00@	10.00	Clay, English02 1/2 @ .03 1/2
Ethyl Anthranilate	5.50@ 6.00	Styralyl Acetate	20.00@		Kaolin06@ .08
Ethyl Benzoate	1.80@	Terpineol, C. P. dom.36@	.40	Lanolin, hydrous18@ .20
Ethyl Butyrate	1.50@	imported36@	.53	anhydrous20@ .23
Ethyl Cinnamate	3.50@	Terpinyl Acetate90@	1.15	Magnesium Stearate.26@ .30
Ethyl Formate	1.00@ 1.25	Thymene35@		Musk. Cab. pods
Ethyl Propionate	2.00@ 2.65	Thymol	2.40@	3.00	ounce 22.50@ Nom.
Ethyl Salicylate	2.10@ 2.60	Vanillin (clove oil)	5.15@	6.00	Cab., grained Nominal
Ethyl Vanillin	15.00@ 20.00	(guaiacol)	4.65@	5.25	Tonquin, pods 20.00@
Eucalyptol	1.00@ 1.15	Vetiveryl Acetate	21.00@	25.00	Tonquin, gr. 27.00@
Eugenol	3.60@ 4.50	Violet Ketone Alpha	5.00@	10.00	Orange flower water, gal. 1.50@
foreign	3.50@ 4.50	Beta	5.50@	8.00	Petrolatum, white06% @ .08%
Geraniol, dom.	2.00@ 6.00	Methyl	5.25@	8.00	Rose water, gal. 1.25@
foreign	2.10@ 5.00	Yara Yara (methyl ester)	1.50@	1.75	Saponin 1.60@
Geranyl Acetate	2.90@ 4.00	BEANS			
Geranyl Butyrate	10.50@ 12.00	Tonka Beans, Para	1.00@	1.25	
Geranyl Formate	7.00@ 11.00	Angostura	2.00@	2.15	

Talc, domestic, ton ..	18.00@	33.00	Verona16@	.20	Para28@	.32
French	40.00@	45.00	powdered23@	.55	Balsam, Peru	2.00@	2.10
Italian	50.00@	65.00	Patchouli leaves25@	.90	Tolu	1.30@	1.40
Zinc oxide, U. S. P.13 1/2 @	.15	Pecah Kernel meal35@		Fir, Canada, gal.	12.00@	12.50
Zinc stearate24@	.28	Quince seed75@	.90	Oregon, gal.	1.50@	1.75
CRUDE DRUGS								
Almond Meal20@	.35	Reseda flowers, powd.	1.50@	1.65	Guarana	3.25@	3.65
Cardamon seed, decort	1.00@		Rhubarb Root, powd.35@	.65	Gum benzoin, Siam	1.30@	1.50
Henna, powdered16@	.35	Rose leaves, red12@	.15	Sumatra40@	.45
Lavender flowers, se-lect45@	.60	pale	1.20@	1.40	Gum galbanum	1.35@	1.50
ordinary30@	.35	Sandalwood chips50@		Gum myrrh25@	.40
Orange flowers40@	1.00	Vetivert root45@	.50	Labdanum	3.50@	5.50
Orris root, Florentine20@	.25	Violet flowers30@		Olibanum, tears19@	.35
powdered25@	.70	Balsam Copaiba, S. A.95@	1.15	siftings	12 1/2 @	.14
GUMS AND BALSAMS								
			Balsam Copaiba, S. A.30@	.34	Styrax40@	3.35
						Venice turpentine, true, gal.30@

Essential Oils

(Continued from Page 651)

ported last month failed to have a strengthening effect upon the prices quoted here and in the country and both oils continue no better than steady. Wormseed is dull but in no heavy supply and likely to hold steady until real demand appears which many anticipate with the opening of the stock remedy season in February or March. Wormwood is in plentiful supply and there is no very great interest in it. Tansy, pennyroyal and erigeron are unchanged but can generally be shaded on real business.

Seed and spice oils have been quite steady. Depending as they do to a large extent upon the movement of raw material prices, there has been little incentive to changes during the last few weeks. Clove has quieted down materially since the recent spurt. Cassia is temporarily in short spot supply and seems firmer, a condition likely to be corrected when supplies now afloat or in shipment position arrive. Anise has steadied at the lower levels reached a month ago. Ginger is quiet and easy. Dill is unchanged.

Floral products have been featureless throughout the month. Some moderate purchasing for immediate manufacturing requirements has been reported but it has not been sufficient to strengthen the spot market in any material degree. There continues a wide variation and range in prices quoted and some reports of shading are heard on orange flower and jasmin. Otto of rose is steady but in extremely light demand, its high prices having turned many ordinary consumers to substitutes.

Miscellaneous oils have been generally weak and irregular owing to light demand and fairly comfortable supplies. Lower prices on Ceylon citronella are noted. Camphor oil is lower and this has had quite an effect upon its many derivatives. Bois de rose and linaloe are both easier. Savin is slightly cheaper. Vetivert and ylang ylang can both be bought at concessions but offers cover a wide range as to quality and high grade goods are quite well maintained by the holders.

On the whole, the market has settled into a position where buying in advance of current needs can be undertaken with complete safety by the discriminating purchaser. There are many bargains which only the early buyer will secure.

Synthetics and Derivatives

(Continued from Page 651)

is difficult to quote a real market on these materials. A fair demand for phenylethyl alcohol is reported. Rhodinol is also meeting with reasonable inquiry and is held at full prices. Raw material for its production is firm.

Other items show little change from day to day. Improved business would result in greater firmness throughout the list and doubtless remove the rumors of shading in competition which have been a frequent topic of discussion in the market during the last month.

Vanilla Beans

The market for Bourbons has been unsettled still further by some very cheap offerings of goods on spot and for quick shipment. Desire to realize on spot stocks and the fact that not all beans available are of the highest possible quality have affected the market adversely. This type of beans is quoted at the lowest price range in many years. There has been some business at these prices.

Deliveries of beans on contract have been fairly good during the month. This applies to both Bourbons and Mexicans. The latter remain in a very firm position owing to light supplies but if the crop, as reported, is large, the current tone of strength will not be of indefinite duration. The present market, however, is a firm one with stocks in strong hands and sufficient buying to make it interesting.

Crude Drugs and Sundries

This group has shown virtually no change since our review of last month. Current talk in crude drug circles is of price shading by some interests, intent on reducing inventories and realizing on stocks, but there have been very few actual reductions in current quotations during the month. Red rose leaves are in fair supply and a little easier. Orris root remains steady. Other items are unchanged with interest in the group as a whole at a rather low ebb.

The Greater Value?

Butler: "Your wife has run away with the chauffeur."

Husband: "Oh, well, I was going to fire him anyway."—Life.

@ .32
@ 2.10
@ 1.40
@ 12.50
@ 1.75
@ 3.65
@ 1.50
@ .45
@ 1.50
@ .40
@ 5.50
@ .35
@ .14
@ 3.35



Official Report of Flavoring Extract Manufacturers Association

SINCE our last review of the problems pertaining to the Flavoring Extract Manufacturers Association of the United States, the matter of the necessity to show manufacturer's name or permit number on labels on flavoring extracts has been brought to the attention of the members by E. L. Brendlinger, president and Thomas J. Hickey, attorney and executive secretary.

The text of the letter, under date of November 21, follows:

"Some of our members have complained that Prohibition Inspectors who visited their factories issued warning that all labels appearing on flavoring extracts should carry the name of the manufacturer and the permit number.

"Upon investigation we have learned that the Prohibition Officials at Washington do not require either the name or the permit number to be imprinted upon labels of flavoring extracts. We are also pleased to advise our members that Dr. J. M. Doran, Director of Industrial Alcohol, has promised that if any further annoyance is visited upon any of our members in this regard, he will take steps to inform the inspectors that no requirement of the character mentioned is now in force.

"Therefore, any of our members who are warned by inspectors to imprint their name and permit number on labels should notify the office of the Association and the matter will be adjusted promptly."

Government Loses Action Against Diana Corporation

After an hour's deliberation a jury in Federal Court, Brooklyn, November 21, declared forfeited by the government a quantity of fluid extract of ginger valued at \$18,000 which had been seized by agents both at the plant of the Diana Pharmaceutical Corporation, 335 Throop avenue, Brooklyn, and at various railroad stations and steamship piers throughout the country. Ralph Lewis, also known as Mandell, is president of the company.

In the forfeiture action the government contended that the extract was fit for beverage purposes. The company claimed, on the other hand, that it was only a flavoring extract.

Official Report of Soda Water Flavors Manufacturers Association

SINCE our last month's report of the activities of the National Manufacturers of Soda Water Flavors Association, one matter of considerable importance has been brought to the attention of the members. This is given in the opposite column under the report of the Flavoring Extract Manufacturers Association and deals with a warning given by Prohibition Inspectors in regard to labels appearing on flavoring extracts. Neither the name of the manufacturer nor the alcohol permit number is required, investigation has shown.

Dr. B. H. Smith, president of the association and Thomas J. Hickey, executive secretary, will keep the members advised of any future news pertaining to the interest of the industry.

Pure Food and Drug Notes

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 17026 to 17050, inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there were two cases of adulteration and misbranding of olive oil, Nos. 17041 and 17042.

U. S. Annual Food Bill Is \$24,000,000,000

According to Professor Paul Nystrom of Columbia University, the annual food bill of the American people approximates \$24,000,000,000. The Professor said that \$3,000,000,000 worth of food is consumed where the product is raised. The rest passes through retail channels. This information was disclosed when the Professor was a witness in the District of Columbia Supreme Court at the hearing on the packers' plea for the modification of the consent decree which was signed in 1920.

Porto Rican "Piraguas" and "Alcoholado" Create Demand for Synthetic Aromatics

In Porto Rico, street vendors of "piraguas" (chopped ice covered with a flavoring solution) are important outlets for synthetic flavors. Probably the most popular of these is vanillin, although raspberry and anise are also in active demand for this purpose. Coconut, lemon, and almond flavors are also much in demand, but those flavors are of natural origin produced on the Island. Native pastries enjoy a wide distribution, and bakers depend exclusively on outside sources for their flavoring requirements. Soda fountains consume small quantities of synthetic flavors, but this outlet is somewhat limited by the abundance of the natural products from domestic sources.

"Alcoholado," a mixture of alcohol, bayrum, perfume materials, and in some cases, other ingredients having antiseptic, soothing or healing qualities, represents an important Porto Rican outlet for synthetic perfumes. Various other toilet preparations are made on the Island, and contain synthetic perfumes, nearly all of which are imported from the United States. Some of the popular odors are lily of the valley, heliotrope, rose, bergamot, citronella, lemon, orange, rosemary, and lavender.—(Trade Commissioner J. R. McKey, San Juan).

Italian Citrus Oil Situation

According to a recent report from Naples, the essential oil market is extremely unsatisfactory and continues to follow the downward course. Owing to uncertainty and the weak demand, some producers have practically ceased business pending more definite developments. Stocks of lemon oil were very large; bergamot and mandarin stocks are about normal, while sweet orange is limited. Exporters are thoroughly disheartened with the outlook of essential oils, perceiving little hope of securing any foreign markets of consequence even at the existing low price.

Quotations in lira on essential oils on October 25 per Sicilian pound Messina were as follows: Lemon machine, 6 to 6.5; sweet orange sponge, 20 to 21; bergamot machine, 23 to 24; mandarin sponge, 30 to 36. These prices are considered nominal owing to the lack of actual transactions. (the value of the Lira during October was \$0.0524 United States currency).—(Consuls at Palermo and Messina).

Peruvian Imports of Citric and Tartaric Acids

The 60,326 pounds, valued at \$21,536 of citric and tartaric acids imported into Peru in 1929 represent approximately a 50 per cent advance, both in quantity and value over the 1928 figures, as may be observed in the following table:

	1928		1929	
	Pounds	Value	Pounds	Value
Italy	18,190	\$6,340	23,577	\$7,480
Great Britain	7,247	2,807	15,983	6,392
Germany	3,863	2,017	11,429	3,508
United States	3,557	1,528	4,602	2,212
Other	2,270	957	4,735	1,944
	37,127	\$13,649	60,326	\$21,536

United States Essential Oil Exports and Imports Down

The total value of all United States essential oil exports for the first nine months of 1930 was less than for a similar period during 1929. About 1,000 pounds more of oil of peppermint were exported during the period. However, the export value per pound decreased from \$3.61 to \$3.17.

The following table indicates in detail the essential oils exported in 1929 and 1930:

	1929 (9 months)		1930 (9 months)	
	Pounds	Value	Pounds	Value
Essential or distilled oils:				
Peppermint	155,000	\$560,000	162,000	\$513,000
Orange	39,000	148,000	25,000	53,000
Pine	182,000	251,000	144,000
Other	1,727,000	944,000	675,000	789,000

That the value of imports of essential oils into the United States continue their downward tendency is revealed by the following table which shows that with the exception of oils of geranium and bergamot the import value of the other oils were lower. Importers, however, are apparently taking advantage of reported low prices to replenish their stocks.

	1929 (9 months)		1930 (9 months)	
	Pounds	Value	Pounds	Value
Essential and distilled oils:				
Cassia and cinnamon	268,000	\$381,000	273,000	\$282,000
Geranium	60,000	263,000	139,000	441,000
Otto of roses	*43,000	325,000	*16,500	147,000
Bergamot	80,000	378,000	152,000	386,000
Citronella and lemon grass	1,068,000	484,000	806,000	418,000
Lavender and Spike lavender	224,000	564,000	249,000	520,000
Lemon	297,000	983,000	536,000	522,000
Orange	148,000	682,000	130,000	295,000
Sandalwood	18,000	87,000	15,000	64,000
All other	3,427,000	1,660,000	2,542,000	1,355,000

*Ounces.

Massachusetts Considers Tax on Bottled Beverages

Bottled beverages will be subjected to an excise tax if a proposal of Henry F. Long, Massachusetts Commissioner of Corporation and Taxation, is adopted by the Massachusetts legislature. Such a tax has been recommended by Commissioner Long in his annual report as a method of raising revenue to meet the requirements of the State's new "old age assistance" law. Opposition is being developed against the plan, however, and for this purpose John Leonard, president of the Eastern Soda Water Bottlers' Association, called a special meeting of the association at the Bradford Hotel, Boston, December 8th.

Colombian Trade in Essential Oils

According to the latest figures available (1927) imports of essential oils (natural and synthetic) into Colombia amounted to 2,139,000 kilos valued at 16,712 Colombian pesos (United States approximately \$0.97 each). Natural oils comprised the bulk. The United States and France each accounted for 30 per cent of the trade, Germany and the Netherlands sharing the bulk of the remainder.

These products are marketed through agents and distributors of drug supplies, and a list of prospective agents, who operate on a commission basis, is available upon application to the Chemical Division.—(Assistant Trade Commissioner C. T. Langdon, Bogota).

and

al oil
than
ounds
g the
eased

ential

nths)
Value13,000
55,000
44,000
89,000o the
ey is
with
rters,
ported

nths)

Value

\$2,000
41,000
47,000
86,000

18,000

20,000
22,000
95,000
64,000
55,000

ed

use tax
Com-
ited by
been
al re-
he re-
tance"
plan,
sident
called
adford7) im-
) into
16,712
\$0.97
United
of the
e bulknd dis-
pective
available
sistant

Vitamins in Soap

A YEAR or two ago it was proposed in France ("P. & E.O.R.", 1928, p. 39) to add vitamins to soap, and there is now on the market a soap which has been irradiated by subjection to ultra-violet light. Recent biological and chemical researches on carotene (the yellow coloring matter present in palm oil) have suggested that palm oil might be a useful material for the preparation of vitamin-containing soaps. As long ago as 1920 palm oil was found to be of value in replacing vitamin A in feeding experiments on animals, and two years ago it was shown by Euler and Karrer (*Biochem. Z.*, 1928, 370) that by administering small doses of carotene to young rats whose diet had been deprived of vitamin A their growth was promoted. Since then a considerable amount of work has been carried out on the relationship of carotene and vitamin A, and a long paper on the subject by Drummond, Ahmad, and Morgan has recently appeared in the *Journ. Soc. Chem. Ind.* (July 4, 1930), from which it appears clear that "the vitamin A of plant foodstuffs is probably carotene," and palm oils may, therefore, be a "valuable source of vitamin A for animals." The authors point out, however, that carotene and vitamin A are not identical, the latter substance probably being colourless, but apparently with animals fed with palm oil there is a conversion of the carotene in the animal organism into a substance having the characteristics usually ascribed to vitamin A, so that the vitamin does not exist as such in palm oil, but is only produced therefrom after consumption by the animal. Incidentally the authors point out that one sample of palm oil investigated possessed a value comparable with that of a good medicinal cod-liver oil.—*The Perfumery and Essential Oil Record*, 21, No. 7, p. 272-3.

Colloidal Calcium Soaps

E. Sauer in *Chem. Umschau*, 1929, 36, states that the conditions governing the formation of colloidal calcium soap in the reaction between alkali soaps and hard waters has been studied. The proportion of colloidal soap formed is increased by the presence of excess of alkali soap, but varies with the fatty acid and particular calcium soap employed. The presence of filter paper fibers or textile fibers induces precipitation of the bulk of the colloidal calcium soap, which is most effectively avoided by the use of suitable protective colloids, e.g., gelatin, gum arabic.—*Chemistry & Industry*, Vol. 48, No. 25.

Soap Production Increase

WASHINGTON, Dec. 10.—An increase of 6.5 per cent in the soap business in the United States occurred between 1927 and 1929, the census of manufactures taken this year revealed. No comparison was available for 1928 as no census of this industry was taken in that year. The business done in 1929 totalled \$258,815,408, the Bureau of the Census reported, compared with \$242,927,457 in 1927.

This increased business was reflected in employment, purchases of raw materials and in every other item of business, except wages, the census showed, it being assumed that in the soap industry, as in so many others, technological improvements have gradually cut down the average pay-rolls. The number of men reported as being employed also showed an increase, but a footnote of the report explained that no reports were made on the amount of part-time employment.

The total production of soap in 1929 was reported as follows:

Hard soaps, not including granulated and powder soaps, 2,188,613,984 pounds, valued at \$194,451,512; granulated and powder soaps, 288,409,786 pounds, \$29,219,665; soap powders, 452,723,389 pounds, \$25,622,421; liquid soaps, 20,851,475 pounds, \$1,522,716; soft soap, 63,471,783 pounds, \$3,056,078; paste soap, 41,170,425 pounds, \$3,127,994; special soap articles and soap stock or soap base, \$1,815,022.

The number of establishments manufacturing soap were reported to have increased from 256 in 1927 to 274 in 1929; the average number of wage earners from 13,432 to 14,050; the cost of materials, containers, fuel and electric current from \$172,244,130 to \$174,772,304, and the value of the manufactured soap as stated above.

In addition to the soap, manufactured by-products valued at \$44,561,950 were reported as having been produced, this figure also exceeding that of 1927, \$44,132,478, and bringing the total value of manufactures in 1929 to \$303,337,358.

Thus the soap industry was shown to be included in that group which turns out articles greatly enhanced in value by manufacture, this excess of value over cost of raw materials being given for 1929 as \$128,605,054.

One exception was made to this tabulated result, that being explained as follows:

"Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, depreciation, taxes, insurance and advertising."

(Continued on Page 661)

Castile Soap

by R. W. Mitchell, Ph. D.
Chemist to Lockwood Brackett Co.,
Boston, Mass.

THAT castile soap is one of the best known types of soap is a conservative statement. Many have called it the best known soap. It is the one soap of standard and prescribed formula. Its use has been for many years and is today so widespread and deep-rooted that it is the type of soap most frequently mentioned. A fair test of this statement may be made by examination of current works upon soap, pharmacy, or hygiene. The following is a good instance:

1927 H's Twentieth Century Formulas, Recipes and Processes. Containing Ten Thousand Selected Household, Workshop and Scientific Formulas, Trade Secrets, Chemical Recipes, Processes and Money Saving Ideas. A Valuable Reference Book for the Home, The Factory, The Office and The Workshop.—H—Publishing Company—pp. 191-192-195-210-226-235-236-237-239-251-252-256-257-258-393-446-448-487-599-649-653-655-731.

"Clothes and Fabric Cleaners. Soaps for Clothing and Fabrics I. . . Castile soap 450 parts . . . II. Castile soap . . . 2 pounds . . . Clothes — Cleaning Fluids I. . . Castile soap 1 ounce . . . IV. Castile soap — 4 av. ounces . . . Glove Cleaners IV. White castile soap, old and dry 15 parts . . . V. Castile soap, white, old, and dry 100 parts . . . Solid Cleansing Compound. — II. Castile soap, white 3½ av. ounces . . . Powdered Nail Polishes II. White castile soap 1 part . . . Almond Cold Cream I. . . White castile soap 2 drachms. . . IV. . . Castile soap, white 120 grains . . . XI. . . Castile soap, white powder 1 av. ounce . . . Lanolin Toilet Milk. . . White castile soap, powdered, 22 grains . . . Tooth Powder I. . . White castile soap 1 ounce . . . II. . . White castile soap 1 ounce . . . Violet Tooth Powder . . . Castile soap 1 ounce . . . IV. . . Castile soap 5 drachms . . . Liquid Dentifrices V. White castile soap 1 ounce . . . VI. White castile soap 1½ ounce . . . VII. White castile soap 3 ounces . . . VIII. White castile soap 1 ounce . . . X. White castile soap 1 ounce . . . Tooth Soaps I. White castile soap 225 parts . . . II. Castile soap 100 drachms . . . Myrrh Tooth Paste . . . White Castile Soap 2 ounces . . . Tooth Paste to put in Collapsible Tubes . . . Castile soap, old white, powdered 25 parts . . . Mouth Washes VII. Castile soap 29 drachms . . . XIV. White castile soap 2 ounces . . . Shampoo Paste I. White castile soap, in shavings 2 ounces . . . II. Castile soap, white, 4 ounces . . . Imitation Egg Shampoo I. White castile soap 4 ounces . . . To Whiten Flannels . . . 40 parts white castile soap . . . Dressings for leather — . . . Three parts castile soap . . . Photographers Ointment Best castile soap in fine shavings 1 ounce . . . Polishing Clothes . . . Castile soap, white 4 parts . . . Shaving Soaps III. White castile soap 5 parts . . . Instrument soap . . . Add to

this white castile soap . . . Soap-Bubble Liquids II. Dry castile soap 2 parts . . . Veterinary Formulas. Diurectic Ball. . . Castile soap 1 ounce . . ."



The importance of castile, and its favor are due to its characteristic properties, the saponified product of olive oil and soda yielding a soap whose properties are especially suitable for certain common uses. In speaking of the characteristics and uses of castile soap, the genuine product, properly made, is assumed. No other soap has been so much adulterated and imitated, or misbranded. The properties and uses of the genuine cannot be duplicated by the spurious, even though cursory examination might indicate this possibility. This point must be clearly understood. Many reports unfavorable to castile soap, investigation has revealed, were based upon an experience with an adulterated, or a low grade (a bleached, yellow, brown, or green) soap.

The usual uses of soap are for toilet, cosmetic, pharmaceutical and industrial purposes. Each field is important. There are many common uses in each, with different requirements which give preference to some one of the many different kinds of soap obtainable from the great variety of fats and oils with which bountiful nature provides us. Castile soap has uses in each of these fields.

The different ways in which castile soap is used, a discussion of its properties, and comparison with other soaps will be taken up in the following:

The Different Fields of Use

- I. For the toilet, castile has long been used:
 - 1. As a cleansing soap, for the skin.
 - 2. As a shampoo, for the hair.
 - 3. As a component of dentifrice, for the teeth.
- II. In the cosmetic field it finds use as an ingredient in:
 - 1. Lotions.
 - 2. Creams.
 - 3. Emulsions.
- III. Pharmaceutically it is a standard employed for:
 - 1. Soap liniment.
 - 2. Ointments.
 - 3. Suppositories.
 - 4. Enemas.
 - 5. Pills (as an ingredient and for coating).
 - 6. It is official in the U. S. P. and other Pharmacopoeias.
 - 7. It is listed in Merck's Index as follows:
"Soap—U. S. P. X.; B. P.
Olive Oil Castile Soap; Sapo Durus, B. P.; Sapo, U. S. P.—Wh. or whitish bars, or fine, yellowish-

wh. powd.—SOL.: W., A., but more eas. w. heat.
—USES: Intern., promoting biliary & intest. secretion, alone or w. resolvents, cathartics, or alteratives.—Extern., in tooth pastes, tooth powders, tooth washes, enemas, suppositories, detergents, etc.—DOSE: 0.3—1.3 Gm. (5—20 grn.) sev'l t.p.d."

8. A special use is its employment by snuff users in small sticks for picking up and applying snuff to the gums.

IV. In the manufacturing field, castile soap is used for:

1. Polishes.
2. Paper coatings.
3. Textile finishing.
4. Food products.
5. Rubber goods.
6. A standard for testing hard water.

Castile soap is supplied to these various fields in several forms. It may be had in bars (common sizes 4 pound and 6 pound) in a variety of shapes and sizes of cakes, chipped, granulated, and powdered (various degrees of fineness are obtainable from 60 to 200 mesh).

Characteristic properties of castile soap are its close, fine grain which gives high density and hardness or firmness. The soap breaks with a conchoidal fracture. Absence of coarse fibrous micro-structure makes the soap brittle and precludes any plastic properties. Lack of plasticity prevents the soap from being milled or plodded as can be done with other soaps. This milling and plodding is commonly applied to toilet soap to give a firm even cake and to evenly incorporate color, perfume, filler, etc. Castile cakes are cut from original bars made by "framing" the hot olive oil soap direct from the saponification process. Genuine Castile soap, therefore, must be a pure *unsophisticated natural soap*.

Castile has a faint, characteristic, natural odor, fragrant, and different from that of any other soap. The description "inodorous" so commonly applied means in this connection "devoid of rancid or objectionable odor." It has the least unpleasant taste of any soap. The taste may be slightly salty, as this soap normally carries a little of the sodium chloride employed in "graining." A fractional percentage of salt is an aid to maintaining whiteness, firmness and keeping qualities. The lather of genuine castile is thin and slimy in effect, yet abundant and of a fine texture. It is peculiar to this soap which is largely pure sodium oleate.

Sodium oleate (the main constituent of genuine castile soap) is the soap of maximum emulsifying power below 50°C. Castile soap has a remarkably high emulsifying power compared with other soaps, as measured with a Donnan pipette. The work of McBain and others on the conditions prevailing in aqueous solutions indicates that the increased emulsifying effect of oleate soaps over others, such as palmitates or stearates, is not dependent so much upon their relative degrees of hydrolysis but upon the fact that with oleate soaps the formation of hydrophilic ionic micelles persists into unusually low concentrations. That is, at low temperatures with olive oil soap more of the dissolved soap is in an effective colloidal state than occurs under similar conditions with other types. Fischer "Soaps and Proteins," p. 151, says: "Those

soaps are the best emulsifying agents which at the temperature of their use and in the presence of water yield essentially liquid systems of the type water-dissolved-in-soap. For this reason the oleates, linoleates, etc., are, of all the soaps studied, the best emulsifiers at ordinary (room) temperatures, because, besides having high hydration values, they are liquid."

In emulsification the lowering of the interfacial tension between oil and water is the vital point. Soaps of the oleate type have been shown to be the most efficacious in warm water. At higher temperatures the soaps of the other fatty acids, as stearates and palmitates, are more effective.

Hillyer,¹ and many others since, have determined the interfacial tension lowering of soap solutions against various oils. In Hillyer's original work the lowest tension measured was with a solution made up from "Castile, old and dry."

The "gold number" of soaps is a measure of their action as protective colloids.² This is of interest in the preparation of cosmetic and pharmaceutical products. The following values are noteworthy:

	Gold Number
Sodium oleate (room temp.)	0.4—1.0
Sodium stearate (60° C.)	10.0
Sodium stearate (100° C.)	.001

The superior colloidal property of the oleate over the stearate at the lower temperature has been proven.

The property termed "mildness" is probably most influenced by the degree of alkalinity or pH of the soap solution. Various investigators have shown that soaps of the coconut oil type are most hydrolyzed, and that soaps of saturated fatty acids are more hydrolyzed than those of the corresponding unsaturated acid.

"The soaps of the highest molecular weight are most alkaline and alkalinity is less at lower temperatures, until the solution becomes heterogeneous, whereupon the alkalinity increases several fold. The alkalinity is less in the presence of a moderate amount of salt."³

"F. C. Beadle and T. R. Bolam⁴ studied the hydrolysis of pure and commercial soap, and report the alkali from hydrolysis of sodium oleate to pass through a maximum at N/20 concentration, and that whilst negligible at high concentrations, the hydrolysis increases rapidly in dilute solution."

Oleic acid is an unsaturated acid; lauric, palmitic, and stearic acids found in large proportion in other soap fatty acids are saturated. In general, unsaturated organic acids are stronger than the corresponding saturated acids.

This is true throughout all types of organic acids, the unsaturated acid having a greater value for K, its dissociation constant, than the corresponding saturated acid. Therefore, the degree of hydrolysis of the salt of an unsaturated acid would be less than that of the salt of a saturated acid, and its solution would be less alkaline, and less harsh upon the skin.

Olive oil soap has long had the reputation of a very mild yet efficient soap. In solution it is apparently less hydrolyzed than the soaps of the saturated fatty acids, and hence its solutions are less alkaline. Castile soap

1. *Jour. Amer. Chem. Soc.*, 25, 511, 524, 1256 (1903).

2. Freundlich and Loeb: *Kolloid-Z.*, 34, 230 (1924). Papa-constantinou: *J. Phys. Chem.*, 29, 319, 323 (1925).

3. Allen's *Commercial Organic Anal.* 5th Ed. II., 583.

4. *Jour. Soc. Chem. Ind.*, 40, 27 (1921).

is over 70% sodium oleate. No soap oil contains as high a percent of oleic acid as olive oil. Lapworth and Mottram (*J. S. C.* 1925, 127, 1628) gives the composition of the fatty acids of olive oil as oleic acid 72%, linoleic 12-13, higher saturated fatty acids, 14-15. Myddleton and Barry, "Fats: Natural and Synthetic," page 109, give oleic acid 75.4%, palmitic 14.6, and linoleic 10.0. Jamieson and Baughman (*J. O. F. I.*, 1925, 2, 40) give glycerides of oleic acid 84.6%, of linoleic acid, 4.6, of myristic acid a trace, of palmitic acid, 6.7, of stearic acid, 2.3, of arachidic acid 0.1. Castile soap is hence especially suited for sensitive skins, or for contact with mucous membrane or healing tissue. These properties, which are noteworthy in the soap itself, are also of value when it is used in toilet, pharmaceutical or industrial preparations.

In contradistinction, soaps from coconut oil have repeatedly been pronounced as irritating and harsh for toilet purposes.

A. Thieme⁵ says soaps of coconut oil have irritating and agglutinating effects upon the hair.

William Allen Pusey, M. D., states, "The person with a very sensitive skin needs to be on guard against soaps that lather freely in hard water. The delicate complexion may be irritated by them. The reason is that these too-freely-lathering soaps are generally made largely from coconut oil and its variations, and these oils are irritating - - -".

This point seems to be well established. Typical confirmatory references are given herewith.⁷

An efficient washing concentration of soap is about 0.2%.⁸

A solution of oleate soap N/200 is approximately 0.2% hydrolyzed.

A solution of laurate soap (coconut oil) N/200 is approximately 0.3% hydrolyzed.

Taking the case of oleate soap:

0.2% concentration = 2 gms. per liter.

2/380 (approx. mol. wgt. 80%, hydrated soap) = approx. N/200

$N/200 \times .002 = N/100,000 = OH^- conc. = 10^{-5}$

pH = 9

With the laurate soap the molal concentration of a 0.2% solution is approximately N/150:

$N/150 \times .003 = N/50,000 = OH^- conc. = 2.10^{-5}$

pH = 9.3

An increase on the pH scale of 0.1 unit means a ten-fold increase in OH^- concentration or alkalinity. The coconut soap solution is, therefore, thirty times as alkaline as an oleate soap solution.

The mildness of castile soap is probably the determining factor which has made it popular for such uses as bathing infants, shampooing, dipping snuff, making lotions, enemas, suppositories, etc.

Lack of odor, color, or taste and its stability in these respects are important considerations in dentifrices, cosmetics, and pharmaceuticals.

Matill and Crawford⁹ have shown that the keeping qualities of fats and oils are primarily dependent upon the relative proportions of "pro-oxidants" (oxidized unsaturated glycerides) and "anti-oxidants" (sterols) which they contain. These are determined by the history of the oil,—how expressed, stored, and treated. Another factor is the temperature to which the oil may have been subjected, as in hot pressing or extracting.

High temperatures cause the development of easily oxidizable substances of a peroxide nature in triglycerides of unsaturated fatty acids. To reliably produce a white olive oil soap, which will remain white and free from rancidity, the complete record of the oil used must be known. This is an important point which domestic producers often overlook in purchasing imported oil which may meet analytical specifications but whose history is unknown.

"The manufacture and distribution of soap at low cost is dependent upon a supply of oils and fats which have deteriorated from their virgin condition. Thus the manufacture of soap at reasonable prices is based upon the ability of the soapmaker to use oils and fats of all kinds which have so deteriorated in quality that they are unfit for food. The American soapmaking industry receives practically no oils and fats from American producers except refuse oils and fats which are not suitable for edible usage."¹⁰

The manufacture of white castile soap,—castile soap which will remain white upon aging and be free from oxidation and rancidity—depends upon quite different factors. Such soap must be made from oil measuring up to a certain quality rather than one which is available at a low price level. This oil may not be one which has deteriorated. It is, of course, true that castile soaps have been and are made of deteriorated olive oil, reclaimed oil, or bleached foots. The product as a type may not be judged by such low grade products, made by small and inexpert producers, or by those seeking to bring their product into low price competition. No soap from the quality angle can be more suitable for a cosmetic or pharmaceutical product than a genuine pure white castile. It is fundamental that the basic ingredients must be of the high quality demanded for these classes of products.

The best soap to use in a dentifrice is a point which has received much attention. It is generally conceded that in tooth powders, powdered white castile is the most satisfactory. Properly made it keeps white and sweet indefinitely. It has lack of taste and odor, quick solubility and ready rinsing, and freedom from effect upon other ingredients (most important as influencing taste and feel).

It has recently been claimed by some that "neutral white"¹¹ soap offers advantages as the soap ingredient of tooth pastes, due to its greater gelling capacity, and lesser cost. This is a point open to discussion. A reliable white castile soap made from a good grade of olive oil will be free from likelihood of rancidity, and equally white. Properties such as better taste, milder reaction, and greater solubility and rinsability, are advantages offsetting the facts of its

(Continued on Page 661)

* An indefinite term: Composition generally understood would be a higher titer neutral white soap, as made from coconut oil and tallow.

5. *Chem.-Tech. Rundschau*, 44, 921, 957 (1929).

6. *Good Housekeeping*, 84, 88.

7. Typical References to the Action of Soap upon the Skin: MacLeod, "Diseases of the Skin," p. 129; Hurst, "Textile Soaps and Oils," p. 80; Thomssen, "Soap Making Manual," p. 79; Pusey, "The Care of the Skin," pp. 73-9; Preston, *Journal Chem-Education*, pp. 11, 1131; *Soap*, 2, p. 21; Simmons, *Soap Makers' Handbook*, pp. 92-244; Gardner, "Soaps and Their Effect Upon the Skin," *Edinburgh Med. Jour.*, pp. 8, 512-18.

8. Fall, *J. Phys. Chem.*, 31, p. 801 (1927).

9. *Ind. Eng. Chem.*, 22, p. 341 (1930).

10. *Am. Per. & Ess. Oil Rev.*, 25, p. 783.

Development of Rancidity in Fats

Z. VON SÁNDOR in *Z. Unters. Lebensm.*, 1929, 58, 375 to 377 states that the development of rancidity in butter, lard, and pumpkin-seed oil kept under various conditions as regards access of air and light for three years was studied. In general, all the fats showed the same changes, viz., fall in sp. gr., increase in Reichert-Meissl, Polenske, and acid values, and decrease in iodine value. Access of air greatly augmented the change in the acid and iodine values, and also in the Reichert-Meissl values of lard and pumpkin-seed oil, but it had little effect on the Polenske value and sp. gr. of these, or on the increase in Reichert-Meissl value of butter. The effect of adding sodium chloride to the fats before storage was studied; the results are somewhat inconclusive.—*Jour. Soc. Chem. Ind.*, 49, No. 16, p. 336.

Soap Production Increase

(Continued from Page 657)

Most of the figures in the report are not final, it was explained, further research being necessary before a completely accurate report can be compiled. However, based on the material available, the bureau compiled the following comparative table showing in detail the condition of the soap industry in 1929 compared with 1927:

	1929	1927
Soap made in all industries, total value	(1) \$240,219,248	
Made in the soap industry, value	\$258,515,408	\$242,927,457
Made as secondary products in other industries, value	(1) \$6,291,791	
Hard soaps (not including granulated and powdered soaps):		
Pounds	2,188,613,884	2,219,228,479
Value	\$194,451,512	\$191,458,196
Toilet soap—		
Pounds	432,005,413	287,696,300
Value	\$66,728,235	\$53,572,981
Foot soap—		
Pounds	21,700,633	15,788,153
Value	\$1,897,023	\$1,368,051
Soap chips—		
Pounds	363,844,165	373,215,795
Value	\$39,764,264	\$39,422,667
Laundry soap—		
White (made from vegetable oils, etc.)—		
Pounds	776,032,661	887,720,019
Value	\$41,362,321	\$48,859,052
Yellow (made from tallow, rosin, etc.)—		
Pounds	544,477,211	598,675,316
Value	\$40,569,816	\$42,864,599
Other hard soaps—		
Pounds	50,553,901	56,132,896
Value	\$4,129,853	\$5,370,846
Granulated and powdered soap:		
Pounds	288,409,786	173,930,283
Value	\$29,219,665	\$18,130,675
Soap powders (including commodities reported as cleansing powders, washing powders, etc.):		
Pounds	452,723,380	526,452,627
Value	\$25,022,421	\$26,900,511
Liquid soap:		
Pounds	20,851,475	24,933,523
Value	\$1,522,716	\$3,240,285
Soft soap:		
Pounds	63,741,783	79,773,314
Value	\$3,036,078	\$4,231,115
Paste soap:		
Pounds	41,170,425	30,458,681
Value	\$3,127,994	\$2,259,306
Special soap articles:		
Pounds	7,258,439	33,249,520
Value	\$1,401,803	\$2,642,904
Soap stock or soap base, for sale as such:		
Pounds	7,623,233	8,178,932
Value	\$413,219	\$347,256

¹Not yet available. Complete figures will be given in the final report.

²Revised.

Features of the Soap Materials Market

(Continued from Next Page)

Industrial Chemicals

Announcement of unchanged prices on caustic soda for the coming year by some interests has not prevented shading on contract by other sellers with a result that the contract market is in the most unsettled state in recent years. Electrolytic makers have cut chlorine prices a little but this action has not affected caustic. Some of them, however, indicate that they will have plenty of alkali to sell next season and seem not averse to entertaining inquiries offered at below the schedule. The spot market for caustic soda and for other soap making chemicals has not been any too active and current prices are being shaded quite generally by first hands and resellers.

Other Soap Materials

The darker grades of rosin are quite sharply lower than they were a month ago owing to heavier receipts and a lack of demand for these qualities especially for export. Whiter qualities have been in good demand from London and prices on them have been steady to strong with advances of from 5c to 45c per barrel on grades from H to X. Other soap materials remain steady. There is talk of easier prices on starches owing to the grain markets but nothing has come of this as yet.

Castile Soap

(Continued from Page 660)

lower gelation capacity and slightly higher cost. Too stiff gelling is a serious defect in dentifrices. That proper mass consistency and permanence of properties are obtainable with castile soap is borne out by the fact that a goodly number of the leading sellers today use powdered white castile in preference to any other soap. In a discussion of this subject in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, (XXII, 5, p. 318), it is stated, "However a great majority of authors pronounce in favor of soap from olive oil."

Prinz in his "Dental Formulary" lists fifteen paste dentifrice formulas. Nine of these are made with powdered castile soap, four use no soap, and two use soap without further specification.

Olive oil (not olive oil foots, or sulphur oil) has always been one of the highest priced soap stocks. White castile soap has, therefore, never been a low priced soap. White soaps in all the conventional forms—bar, chip, granule, or powder,—made from less expensive stock (usually tallow and coconut oil) have always been available. There are certain uses where the latter are superior to castile soap,—where high temperature washing is desired (with tallow soap), where salt or hard water conditions must be met, where a very stiff gel is essential or where a high hydration capacity is desired. Because of higher unit price castile soap makes no effort to compete for such uses. Due to a lower price, however, there is a constant tendency of the "neutral white" soaps to compete with castile for the uses to which castile is better adapted.

Soap Materials Market

Tallow

In retrospect, as the year 1930 draws to a close, we note that during the period tallow descended to as low a price level as has been recorded during a ten-year period. There has, however, been a steady movement of this commodity into consumption, so that there is not now any great surplus production hanging over the market. The soap business is one of the healthy industries of the country and can approach the new year with optimism.

The present writing finds the market steady with sellers having the greater part of their January production booked, while consumers are quite willing to buy two or three months in advance. The local market is at a lower price level than any other center, City Extra tallow now being priced at 4½c to 5c loose New York. The market on Fancy tallow is considered 5½c loose New York; No. 2 Tallow of high titre is 4½c to 4¾c loose; Brown grease about 4¼c per pound; best quality House grease 4¾c per pound.

The Middle Western market is in a very firm position with a sale of Prime Packers' tallow reported yesterday by one of the larger packers at 5½c per pound loose Chicago. Generally producers seem well sold up on January production.

E. H. FREY.

Vegetable Oils

For about the past two months, vegetable oils have been fairly active. Many consumers feeling that prices are low have been willing to buy a portion of their future requirements and in some oils, fractional advances have been noted. With heavier sales of coconut oil, and smaller stocks of copra, producers have raised their views to 5½c lb. New York and 5¼c lb. Pacific Coast in tank cars for future shipments.

Some large sales of palm oils have recently been made and there are bids for additional good sized lots in the market for future shipments but producers are not inclined to shade prices at this time. Stocks of all grades of palm oils at Atlantic ports are quite small. Commercial denatured olive oil and olive oil foots have also been active lately, mostly for next year's shipments. The market in Europe has become somewhat steadier and prices depend largely upon quantity and shipment.

The small production of corn oil has brought about a very strong situation in this oil and very limited quantities are held at 7½c lb. tank cars Midwest mills. Most of the soap makers using this quality of oil have turned to domestic soya bean oil which is considerably cheaper.

A. H. HORNER.

Glycerine

The market for crude and 30 degree material has improved and is firmer owing to the heavier demand for anti-freeze mixtures occasioned by the cold weather of the last few weeks. Rush inquiries for

types suitable for radiator use have been frequent and the firmness of these qualities has had its effect upon the market for other grades. Dynamite has been moved in moderate volume only but remains steady at the levels prevailing a month ago. A routine demand for chemically pure has been brightened by a few fairly good sized orders during the last two weeks. Material in cans is said to be in a fairly easy position but quotations on carlot drum shipments remain firm in the hands of both producers and brokers who handle resales. In general, a steady to firm market is anticipated during the cold months.

(Continued on Preceding Page)

Soap Materials

Tallow and Grease

Tallow, New York, Extra 4½c. Edible, New York, 6c. Yellow Grease, New York, 4½c. White Grease, New York, 4½c.

Rosin, New York, December 15, 1930.

Common to good ..	4.95	K	5.65
D	5.00	M	5.80
E	5.30	N	6.40
F	5.45	W. G.	7.75
G	5.50	W. W.	8.45
H	5.60	X	8.75
I	5.60		

Starch, pearl, per 100 lbs.	\$3.52	@
Starch, powdered, per 100 lbs.	3.62	@
Stearic acid, single pressed, per lb. ..	.09½@	
Stearic acid, double pressed, per lb. ..	.10	@
Stearic acid, triple pressed, per lb. ..	.12½@	
Glycerine, C. P., per lb.13	@ .14½
Dynamite11	@ .11½
Soap, lye, crude 80 per cent, loose per lb.06¾@	.07
Saponification, per lb.09	@ .09½

Oils

Castor, No. 1, per lb.12½@	.13½
Castor, No. 3, per lb.11½@	.12½
Coconut, Ceylon, Dom., per lb.06¾@	
Corn, crude, per lb.09	@
Cotton, crude, per lb. f.o.b., Mill ..	.06¼@	
Cotton, refined, per lb., New York ..	.07¾@	
Olive, denatured, per gal.90	@
Olive Foots, prime green, per lb.06½@	
Palm, Lagos, per lb.05¾@	
Palm, Niger, per lb.05½@	
Palm, kernel, per lb.06¼@	
Peanut, crude, per lb.09¼@	
Peanut, refined, per lb.12	@
Soya Beans, per lb.08½@	.10%

Chemicals

Borax crystals, per ton	66.00	@ 71.00
Borax, granular, per ton	60.00	@ 65.00
Potash Caustic, 88@92 per cent, per lb., N. Y.06½@	.06%
Salt, common, fine, per ton	14.00	@ 20.00
Soda ash, 58 per cent, per 100 lbs. ..	1.34½@	2.11
Soda Caustic, 76 per cent, 100 lbs. ...	2.95	@ 3.76
Sulphuric acid, 60 degrees, per ton ..	11.00	@ 12.50
Sulphuric acid, 66 degrees, per ton ..	15.50	@ 16.50
Zinc, oxide, American, lead free, per lb.06½@	.06%

it and
upon
been
steady
the de-
by a
weeks.
position
in firm
handle
anticipi-

York,
crease,

5.65
5.80
6.40
7.75
8.45
8.75

.14%
.11%

.07
.09%

.13%
.12%

.10%

71.00
65.00

.06%
20.00
2.11
3.76
12.50
16.50

.06%